







LVIV

New promising MICE destination

Only 70 km

to the EU

border

- Largest city in western Ukraine, has a rich multicultural heritage and a developing economy that centers on the hospitality industry.
- Host city for UEFA EURO 2012, which ushered in major investments used to upgrade city infrastructure, including its airport terminal, highway repairs and a new stadium Lviv Arena.



2 000,000 tourists visited Lviv in 2015



70 hotels, 39 of which boast 3-5 stars. The city's 4-5 star hotels have a total of **700 rooms**



Over 130 restaurants with a total capacity 17,250 quests



83 conference halls in four types of venues, capable of accommodating up to 11,700 attendees



More than 30 universities, academies, institutes and colleges



Lviv

accommodate **2,000** passengers per hour and flights to 13 European capitals

Bucharest

820km

Kyiv

530km



It's easy to get to Lviv



- Baku 3.25 h
- Istanbul 2 h
- Kyiv 1 hTel Aviv 3.2 h

Totally 38 Destinations

31 International Destinations 14 Scheduled Airlines 7 Domestic Destinations

- Munich 1.2 h
- Vienna 1.2 h
- Venice 1.2 h
- Warsaw 1 h

Totally 17 Airlines

3 Charter Airlines

LVIV — EUROPE'S LAST HIDDEN GEM



- The newly constructed
 Danylo Halytskyi International
 Airport
- Daily flights to Kyiv, Warsaw, Vienna



T IS EASY TO GET TO LVIV



70 km from EU border



757 500 citizens



Young and Educated City

Each 5th citizen of Lviv is a student 33 institutions of higher education



Celebrated food culture

About 1 500 restaurants, cafes and confectionaries in Lviv



10 EUR price for a fine dinner



Popular tourist destination **2 000 000** tourists (2015)



Each year over 50 festivals and city celebrations

FOR CONFERENCES

Conference Venues of 4 types

12 unique venues
45 15 other venues

**** More than 45 hotels with conference halls, 39 of which boast 3–5 stars



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More than 10 000 bed places



85.8% of foreign tourists feel totally safe



Lviv is a place to return to 83% of foreign tourists want to come back to Lviv



The Old Town of Lviv is a UNESCO World Heritage Site

- 2 500 architectural monuments
- 120 operating churches of all Christian denominations
 - About 60 museums of Renaissance, Baroque and Classicism styles



LVIV CONFERENCES AND THEIR DELEGATES 2015

MEANS OF TRANSPORTATION TO LVIV

TRAIN

CAR

25%

BUS

5%

PLANE

3%



ACCOMODATION IN LVIV

65% HOTEL

13% RENTED FLAT

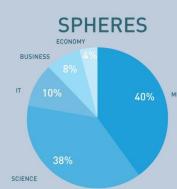
10% HOSTEL

9% STAYING WITH FRIENDS/RELATIVES

3% NOT STAYING FOR A NIGHT

BUSINESS TOURISTS IN TOTAL





DURATION OF STAY IN LVIV DURING THE CONFERENCE 16% 78% 6%







SAFE CITY 85.8% OF FOREIGN TOURISTS FEEL TOTALLY SAFE









Project Description

Originator

• Lviv City Council and tour operators, as part of strategy to foster business tourism

Purpose

• Create a "public good" infrastructure

• Increase local employment rates

• Develop business-tourism industry and attract financial inflows to the local economy from high-value visitors

Location and Specifications

- Lviv, Between Stryjska St. and the Ring Road, including a portion of the mixed development surrounding the Lviv Arena
- Two adjacent city land plots with an area totaling 8 ha
- Total area: 27,000 sq. m. with a capacity of up to 3,500 attendees
- Construction period 1.5 years

Key assumptions

- Budget: EURO 180 mln
- Occupancy rate: 21 MICE events in Y-3, 43 in Y-10 and onwards
- Rental fee: 35 USD/sq.m. per working day
- Waiver from dividends distribution 30 years

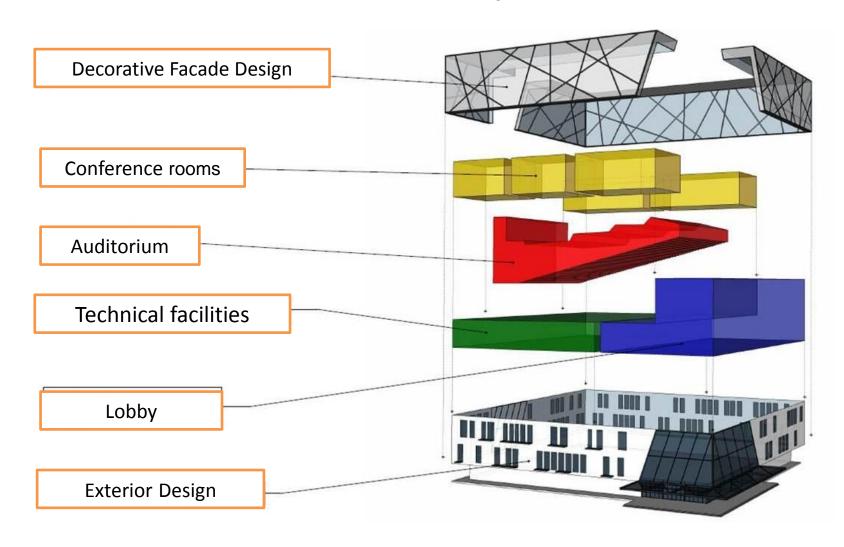
Expected outcomes

- Investor IRR (the City's co-financing amounts to 60% of
 - CAPEX): 11.3% Break-even point : Y-4
 - Pay-back period for Investor: 15 years

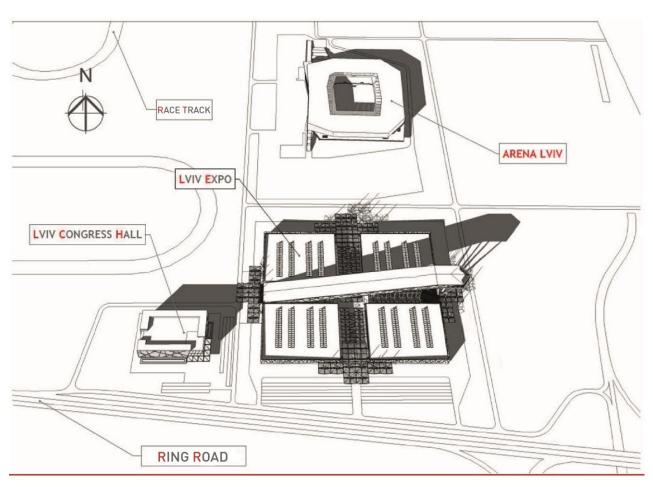
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Architectural Project



Location of the Centre



Distances to

Airport — 8 km Train station — 9 km

City centre — 7 km m Bus station — 1 km

Total Area of the Land Plots:

3 ha and 5 ha

Forecast for the 1st year

- 35 conferences per year (25 international)
- 26 900 attendees
- 35 USD/sq.m per day rental fee
- 46% load (168 days per year)
- 105 USD/day direct expenditures per participant





Contact us

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