



**service line**

destination services

**assignment**

tourism strategy for the city of Kislovodsk, Russia

**number of beds**

14.702

**annual overnights**

3,1 million

**about the destination**

Kislovodsk is a medium size city in the South of Russia with around 130k inhabitants. The city is known for its mineral water, large-scale sanatoria and medical treatments. Together with the neighboring cities, Kislovodsk belongs to KavMinVody, the most famous health destination in Russia.

Another asset of the city is Kislovodsk National Park – the smallest national park in Russia, but the largest man-made park in the world.

**client needs**

The tourism strategy was an integrative part of a larger social and economic development plan for the city. The client wanted to know how Kislovodsk can convert from a destination mainly visited for medical treatments to a modern and holistic spa destination and which key projects have to be developed to achieve this goal.

**services delivered**

Based on a comprehensive field trip to Kislovodsk with site visits and interviews with key stakeholders, a tourism strategy consisting of three main modules - analysis of the current situation | development strategy | action plan – has been prepared.

During the project, coordination workshops with the consultants responsible for the overall development plan were conducted and the draft of the final strategy was presented and discussed with representatives of the city administration.

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