Press Release


Moscow, June 13, 2023 – The start of the competition for development of architectural and urban planning solutions for the future tourist area “Novaya Anapa Resort” has been announced.

Tourism.RF Corporation announces the start of the Open All-Russian Competition with International Participation for Architectural and Urban Planning Solutions for the Future Tourist Area “New Anapa Family Resort”, Krasnodar Territory. The competition is being held on behalf of the Government of the Russian Federation.

“The creation of Novaya Anapa nationwide family beach resort is without exaggeration the largest project in the recent history of our country. Its main feature is focus on the year-round comfortable family recreation for our citizens. Implementation of the resort is supported by President Vladimir Putin and is actively promoted by Veniamin Kondratiev, Governor of Krasnodar Region. The Government of the Russian Federation has authorized Tourism.RF Corporation to hold the open nationwide competition with international participation for development of architectural, planning and urban solutions for the future resort. We invite Russian and foreign companies, architectural bureaus, and consortia of professional specialists to take part in the competition. We expect bids and active participation in the creation of a new Russian resort city,” said Dmitry Chernyshenko, Deputy Prime Minister of the Russian Federation.

The competition will result in state-of-the-art architectural, urban and planning solutions and use best global practices to form the design basis for the future resort. New Anapa, a federal-scale resort, is being created around the village of Bлаговешчenskaya, 25 km from Anapa city. The project area is unique in natural and geographical characteristics, due to the warm sea and 17 km long sandy shore. The location of the future resort will potentially cover 20.5 million people.

The total area of the year-round resort is 1,806 hectares. It is planned to build hotels of various categories and sanatorium-resort facilities with a total number of up to 25,000 rooms. A modern, comfortable and safe urban environment with a large number of recreational areas and premises, squares and parks will be created in the resort. New Anapa will become a center of sports, business and event tourism. Its territory is expected to accommodate a sailing center, guest harbor for 300 yachts and small vessels, a congress center for exhibitions and public events, a festival zone, supplementary schools, and commercial areas.

“Following development of the master plan, we will generate more than 100 investment lots to catch the interest of both big investors and representatives of small and medium business, since there will not only be large hotels, but also catering, entertainment and service infrastructure units. Investment lots will be put on open sale by June 2024, and they can be purchased through an electronic auction platform. Solution developed by Tourism.RF Corporation will significantly reduce the pre-investment cycle for the lot buyers. The investor will be relieved from having to undertake a considerable number of administrative procedures. It will have all pre-design documentation to immediately start the design and construction,” emphasized Sergey Sukhanov, General Director of Tourism.RF Corporation JSC.

The new large-scale project will be created with due consideration for construction of all necessary infrastructure. Engineering and transport facilities, water supply and disposal, electric power and gas supply systems will be provided for the purposes of project implementation.
“The dynamics of the domestic tourism development depends on multiple factors, including availability and accessibility of good quality, convenient infrastructure for the citizens traveling about the country. It is in our plans that the transport infrastructure of the new resort will be represented, among other things, by a road network, numerous pedestrian zones, and bike paths. Moreover, construction of a new terminal at Vityazevo airport is expected. Creation of supporting infrastructure facilities within the project is scheduled for 2024, including design and survey activities at its early implementation stage. The capacity estimate will be adjusted, as the master planning stage is completed by Tourism.RF Corporation in March 2024. As soon as the master plan is approved, the amount of financial support for the project will be quantified, and the number and type of facilities to be constructed will be specified, including the types of process connections that will be required for these facilities,” commented Yury Gordeev, Deputy Minister of Construction, Housing and Utilities of the Russian Federation.

The project implementation implies the creation of more than 25,000 new jobs. According to forecasts, after the project implementation and reaching the design capacity, the annual tourist flow to Anapa District of Krasnodar Region will grow up to 5 million people.

“Construction of New Anapa is an important and promising project for Krasnodar Region. It will certainly attract new tourists to the region and give impetus to the resort development to which we are committed. Today, Tourism.RF Corporation’s and our joint priority task is to ensure the engineering and communal infrastructure, environmental safety, and resolve the issues of transport accessibility and logistics,” Veniamin Kondratiev, Governor of Krasnodar Region, said.

The objectives of the competition include identification of planning opportunities at the design stage; development of the layout for the future infrastructure facilities on the existing land plots with regard to the existing built-up environment, pedestrian and transport accessibility, insolation characteristics, availability of the existing engineering support; preliminary functional zoning of the future tourist territory; calculation of the estimated technical and economic indicators of the tourist territory being designed.

Public members, recognized experts in urban development and planning, architecture, design, economics, urban anthropology will join the competition committee.

The detailed terms and conditions for participation in the competition can be found on the official information resource https://novayaanapa.com. The first stage of the competition will continue until mid-August. In August, the jury will select four finalists who will need to prepare their bids. Selection of the finalists will be completed by September 1, 2023. A kick-off seminar and working session are scheduled for the final stage winners. The results of the competition will be summarized by an independent jury in December 2023. The best solutions will be used to design the facilities of the area.

Agency for Strategic Development CENTER is the operator of the competition.
About Tourism.RF Corporation

Tourism.RF Corporation Joint-Stock Company was established in December 2020 for development of domestic and international tourism on behalf of Mikhail Mishustin, Chairman of the Government of the Russian Federation. Tourism.RF Corporation offers businesses to participate in development of tourism infrastructure as part of the public private partnership model, supporting partners at every project stage— from facility master planning and design, to its commissioning.

Useful links:

https://туризм.рф
https://новаяанапа.com
https://www.centeragency.org