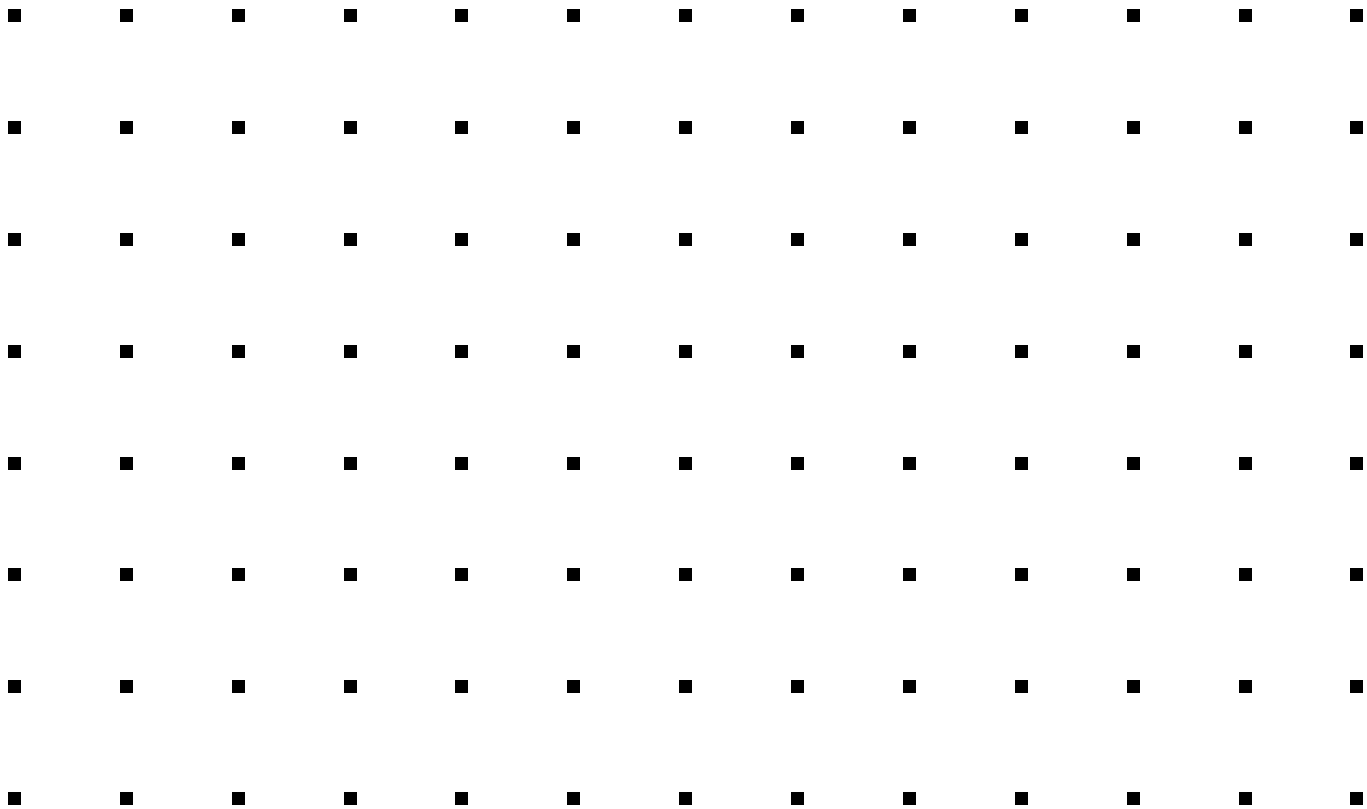


OPEN NATIONWIDE COMPETITION WITH INTERNATIONAL PARTICIPATION FOR THE CONCEPT FOR A TOURISM CLUSTER

in the village of Oymyakon, Republic of Sakha
(Yakutia)

<https://oymyakon.world>

CALL FOR SUBMISSIONS



ABOUT THE COMPETITION



NATIONWIDE COMPETITION WITH INTERNATIONAL PARTICIPATION

Prize fund

RUB 2,200,000

Total prize fund

RUB 400,000

Guaranteed prizes for each finalist, including all applicable taxes and fees

Each participant recognized by the judging panel as a finalist will be offered an agreement for the development of a concept for a tourism cluster.

Winner and runners-up

The winner will receive up to 500,000 rubles, including all applicable taxes and fees.

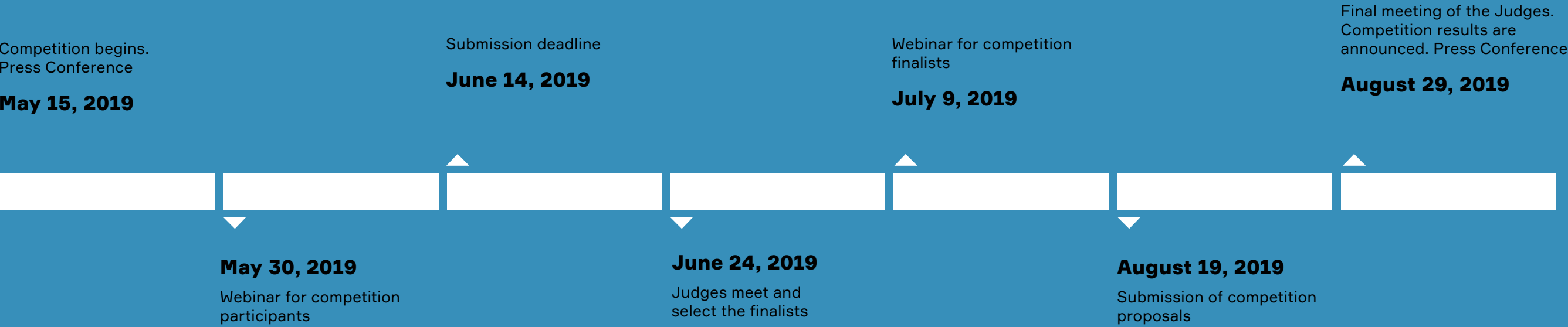
The runner-up will receive 300,000 rubles, including all applicable taxes and fees.

The 2nd runner-up will receive 200,000 rubles, including all applicable taxes and fees.



<https://oymyakon.world>

COMPETITION SCHEDULE*



*The Organizer retains the right to change the Competition schedule. Information on any changes will be published on the competition website at: <https://oymyakon.world>

Initiated by

LETO Competence Center for Issues of the Urban Environment of the Republic of Sakha (Yakutia)

<http://letoyakutia.ru>



The goal of the project is to assist the municipalities of the Republic of Sakha (Yakutia) as they work on the regional Formation of a Comfortable Urban Environment project. The Competence Center for Issues of the Urban Environment aspires to be the unifying link and guide to the best solutions for all program participants. The Center provides a platform for educational events and meetings of concerned citizens. It creates and distributes educational materials that will allow residents, the authorities, and the business community to progress through the program quickly and efficiently. The Center could become a focal point for the consolidation of resources that will help create a comfortable environment, including funding from various sources.

The Special Purpose Fund for Future Generations of the Sakha (Yakutia) Republic NPO

<http://fondyakutia.ru>



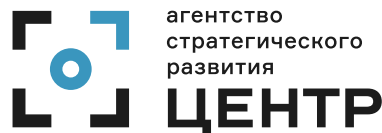
ЦЕЛЕВОЙ ФОНД
БУДУЩИХ ПОКОЛЕНИЙ
РЕСПУБЛИКИ САХА
(ЯКУТИЯ)

The largest non-profit Fund in the Republic of Sakha (Yakutia), founded in compliance with Order of the President of the Russian Federation "On the Special Purpose Fund for the Needs of the Republic of Sakha (Yakutia)," dated October 12, 1992, and Decree No. 278 of the President of the Republic of Sakha (Yakutia) "On the Foundation of the Special Purpose Fund for Future Generations of the Republic of Sakha (Yakutia)", dated October 29, 1992. The Fund's mission is to promote the welfare of the future generations of the Republic and assist in ensuring their economic, social, and other development. As part of its mission, the Fund aims to: meet socially beneficial development goals in the fields of education, science and learning, healthcare, culture, social welfare, and sport and physical culture; support environmental protection; design and promote innovation; ensure the development and practical implementation of various measures in support of vulnerable children and families; aid socially-oriented non-profit organizations; and encourage spiritual development, patriotism, and international cooperation. One of the Fund's previous projects was the Park for Future Generations, based on a winning concept selected during an open nationwide competition in 2019.

Strategic Partner and Consultant

Agency for Strategic Development CENTER

<https://www.centeragency.org>



Analytical and consulting organization in development and urban planning, operator of various architecture, urban planning, and design competitions, and an advocate for openness and transparency in all competitive procedures. The Agency deals with matters related to comprehensive land and real estate development and to improving the quality of the urban environment. It generates new ideas for cities and regions and develops new models of land development in Russia, thus allowing each community to unleash its full potential through the growth of new cultural, economic, and social hubs.

Judges*



Aysen Nikolaev

Head of the Republic of Sakha (Yakutia), Chairman



Irina Alekseeva

Director of the Architecture and Urban Planning Office under the auspices of the Head of the Sakha Republic (Yakutia), Chief Architect of the Republic of Sakha (Yakutia)



Irina Visokikh

Minister for Entrepreneurship, Trade and Tourism of the Republic of Sakha (Yakutia)



Pavel Zhbanov

Coordinator of the Center for Monitoring the Improvement of the Urban Environment, Vice-Rector for Project Management of Moscow Architectural Institute



Nadezhda Zamyatina

PhD in Geographic Sciences, Leading Researcher at the Faculty of Geography of the Moscow State University and at the Center for Humanitarian Area Studies of the Russian Research Institute of Cultural and Natural Heritage



Terentiy Kornilov

Director of the Ammosov North-Eastern Federal University



Evgenia Murinets

Advisor to the President of the Russian Architects' Union



Semyon Nikiforov

Chairman of the Yakutian Architects' Union



Mikhail Okhlopkov

Chairman of the Self-Regulatory Organizations of the Yakutian Builders' Union



Anna Petrova

Head of the Department of Design at the Arctic State Institute of Culture and Arts



Maria Skryabina

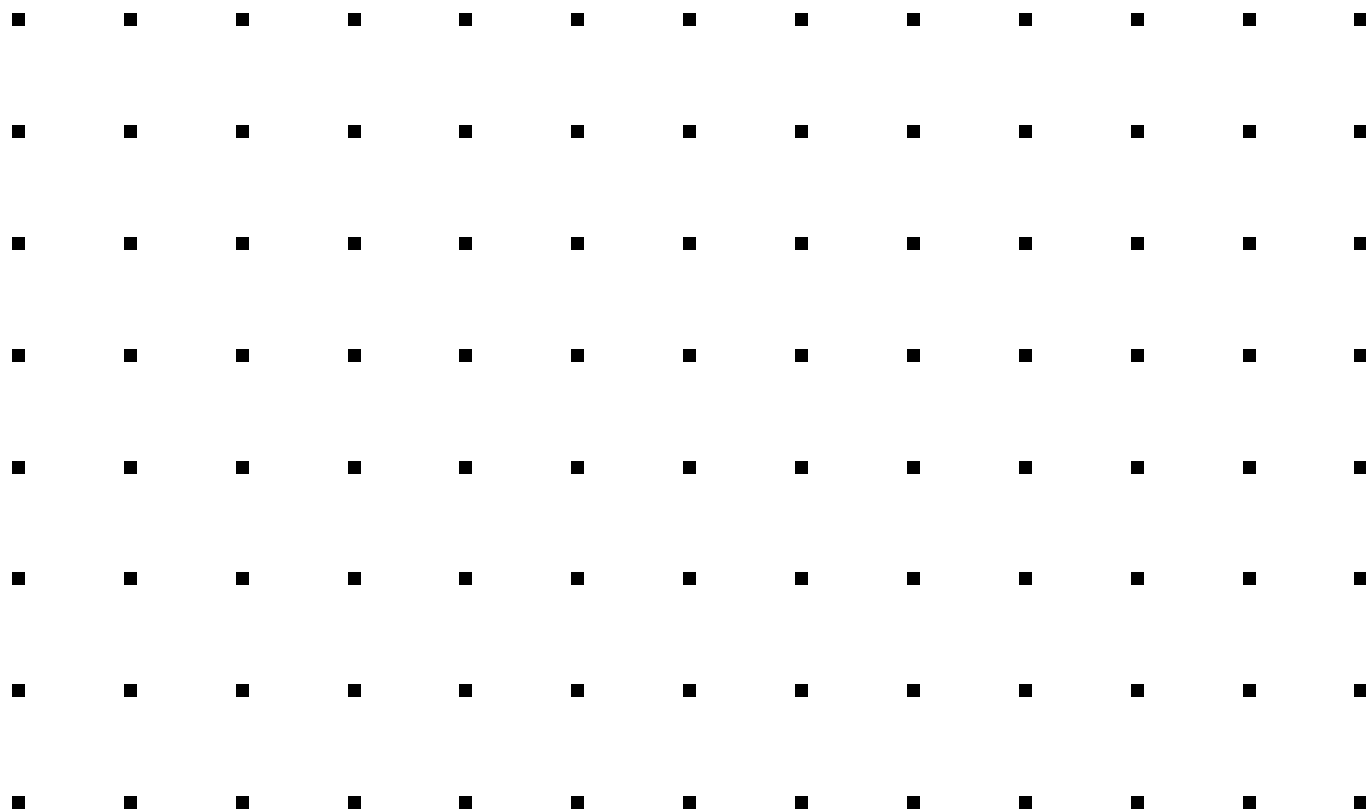
Head of the LETO Competence Center for Urban Environment Issues of the Republic of Sakha (Yakutia)



Denis Shlesberg

Co-founder of the creative agency Artonika, co-creator of the tourist brand of Russia

*The Judges may be subject to change



ABOUT THE REGION



REPUBLIC OF SAKHA (YAKUTIA)

■ The largest constituent territory of the Russian Federation

■ One of Russia's most sparsely populated regions

■ The world's largest administrative territory

3,083,523 square kilometers

area of the Republic of Sakha (Yakutia)

Location of Yakutia



The Republic of Sakha (Yakutia) is the world's largest administrative territory within any given country. Its area is 3.1 million square kilometers. More than 40% of the Republic lies to the north of the Arctic Circle. It spans three time zones. In the north, its natural borders are formed by the Laptev Sea and the Eastern Siberian Sea.

With an average of only 0.32 residents per square kilometer, Yakutia has one of the lowest population density levels in all of Russia. And beyond the Arctic Circle, the average population density drops to a mere 0.04 residents per square kilometer.

Nevertheless, Yakutia's population is on the rise, amounting to 964.3 thousand people in 2018 (against 954.4 thousand in 2006).

The Republic is one of the most important mineral resource and mining areas. It ranks 1st among all constituent entities of the Russian Federation by reserves of natural resources. These include the country's largest deposits of diamonds, coal, oil, gas, and gold. The Republic is also the location of 50% of the world's known diamond fields.

Yakutia provides Russia with 80% of its mammoth bone. And as Russia holds the worldwide monopoly over these resources, this brings Yakutia to the forefront of the global market.

The Republic's uniqueness also includes its climatic features, which are the most extreme among the regions of the northern hemisphere. The absolute minimum temperature in the mountain crags and ravines of Eastern Yakutia can reach -70°C, and the period of negative temperatures lasts up to 9 months of the year. It is in Yakutia that we find Oymyakon, the coldest human-inhabited place on Earth.

NUMBER 1

overall national rating by total reserves of natural resources

9 MONTHS

of subzero temperatures per year

-70°C

lowest recorded temperature

The climate zone of the Republic of Sakha (Yakutia) is considered by environmental science to be extremely uninhabitable, with comfortably warm days making up only 17-32 % of the year; therefore, health and safety experts recommend taking the following measures:

- keeping indoor areas heated and limiting the amount of time spent outdoors, up to cutting down on it completely in periods of very low temperatures;
- wearing insulated winter clothing suitable for an Arctic climate;
- limiting strenuous outdoor activity if temperatures drop below -30°C.

Yakutsk and Oymyakon's location, mapped to show environmental living conditions



In spite of the harsh environment and the extreme climate conditions, the remote location and poor transport links with Russia's major administrative, financial, and industrial hubs, the republic is already actively transforming its economy and shifting to the 6th technological paradigm, by utilizing innovation and its vast creative potential.

NUMBER 6

by Human Development Index in Russia

NUMBER 8

by per capita Gross Regional Product in Russia

Social and Economic Development Strategy for the Republic of Sakha (Yakutia) for 2032, plus Target Vision for 2050

Preserving Nature for Future Generations and the Whole

World

Over 90% of Sakha's territory remains untouched by any industry or development. The republic boasts unique environmental potential thanks to its pristine Arctic and northern ecosystems, where natural processes run without any human interference. These ecosystems have been recognized as a vital biological reserve, as they perform an essential function in sustaining the global environmental balance.

But local biodiversity is being increasingly affected by shifts in the environment caused by industrial exploration, the construction of major infrastructural facilities, and global climate change. Furthermore, some herds of wild ungulates, valuable fish species, and colonies of waterfowl suffer from overly intense hunting and poaching.

Environmental protection, a commitment to preserving natural ecosystems, with both their flora and fauna, efforts to retain optimal natural conditions even in areas settled by humankind, and a comprehensive approach to natural resource management are all foundations for improving quality of life and securing the social and economic development of the region. This approach helps curb environmental threats to people's health and improve the area's green image and environmental rating.

Comprehensive development of domestic and international tourism

The strategy for the development of the tourism industry relies on encouraging the territorial specialization of various types of tourism. This can be achieved, among other means, through the creation of infrastructure for green tourism.

The economy's tourism service sector is experiencing positive movement:

- the number of Russian citizens staying at local accommodation facilities is rising at an average of 15% per year (data for 2015-2017);
- the size of the hotel and similar hospitality service market has increased by 40% as compared to 2010.

OYMYAKON

Oymyakon is a rural community located in Oymyakon Ulus (district) in eastern Sakha (Yakutia), 687 km away from Yakutsk. The administrative center of Oymyakon Ulus is the town of Ust-Nera; the district's area is 92.2 thousand square kilometers. It is Yakutia's 14th largest ulus. Oymyakon Ulus is bordered by Ust-Maysky Ulus in the southwest, Tomponskiy Ulus in the west, Momsyky Ulus in the north, Magadan Region in the east, and Khabarovsk Territory in the south. The Ulus lies in the Oymyakon Valley between the Chersky Range and the Suntar-Khayata Range. The mountains shield it from all directions, blocking the exit of heavy cold air and preventing moisture-saturated air from flowing in from the ocean. This is what makes local temperatures so low.

The name Oymyakon is often used for two communities: Oymyakon and Tomtor. They are home to the world-famous Northern Pole of Cold. It was in the village of Tomtor that Sergey Obruchev, Soviet geologist and member of the Academy of Sciences, registered the hemisphere's record low temperature of -71.2°C in 1924.

Oymyakon is the center of a rural area called the 1st Borogon Nasleg, which also includes the villages of Bereg-Yurdya and Khara-Tumul.

- The population of Oymyakon Ulus is 8,515 people¹
- The population of the 1st Borogon Nasleg is 640 people²
- And the population of Oymyakon village proper is 347 people

The first mentions of Oymyakon date back to the 17th century. During that period, Russian explorers would sometimes use the Evenk word Oymyakon (literally "warm spring") to refer to the entire upper basin of the Indigirka River. Later on, the name became associated with the section of the Indigirka valley about 80 km upstream from the mouth of the Kyuyente river. The settlement was scarcely more than a few groups of yurts at the time, and once travelers entered any part of the valley, they believed that they had reached Oymyakon. It was not until later that two settlement centers emerged, one near the local government office (currently the village of Oymyakon) and one in the general vicinity of Tomtor. Oymyakon was visited by various explorers, such as Admiral Gavril Sarychev, naval captain Joseph Billings, and midshipman Fyodor Matyushkin, as well as prominent researchers like

687 KM

distance to Yakutsk

347 PEOPLE

population of Oymyakon

¹As of January 1 2018 Source: Municipality database.

²As of January 1 2018 Source: Municipality database.

Jan Czerski, Sergey Obruchev, and others. Oymyakon has even seen visits from modern celebrities, including Hollywood actors Tom Hardy and Ewan McGregor.

In 1935, the village of Oymyakon became the district center. As the previous territorial divisions (such as okrugs or volosts) were abolished, it was designated the main settlement of the eponymous rayon (district) and remained such until 1954.

The village lies about 750 meters above sea level.

It is located at 63 degrees and 27 minutes north latitude, which means that the day length varies from 3 hours in December to 21 hour in the summer months. Oymyakon experiences the white nights phenomenon in the summer.

The local climate is harshly continental, with long cold winters (which last for up to seven months) and short, warm and dry summers, with



very short transitional seasons. Short winter days, low UV radiation level, and predominant anticyclone weather all contribute to the freezing the air in the Oymyakon Valley, causing temperatures to drop to -70°C. The hottest months, in turn, are July and August, when temperatures range from +33.1 to 34.6°C. This means that the total annual temperature fluctuations may exceed 100°C.

The average temperature in January is around -47°C (and may reach lower than -60°C in particularly cold winters), earning Oymyakon the title of the coldest place in the northern hemisphere, which it shares with Greenland.

The region is also characterized by widespread permafrost, which thaws through 1.5 to 3.0 meters during the warm season. The local biome type is taiga, of the middle boreal subzone, dominated by open mountain woodlands and sparse deciduous forests in the valleys.

100°C

temperature fluctuation

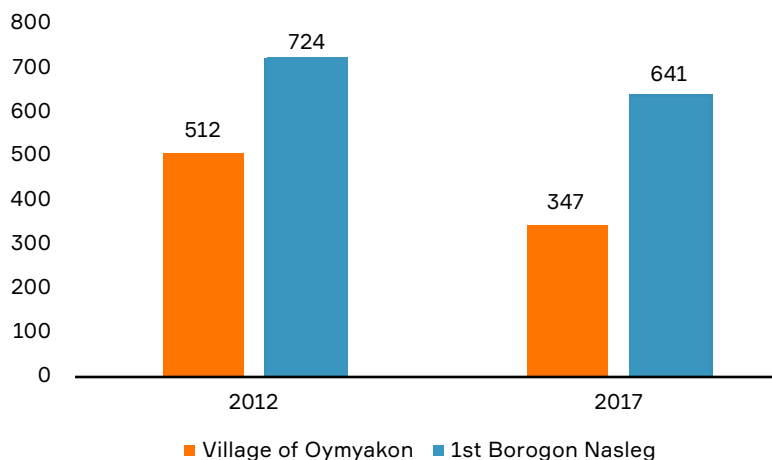
-71.2°C

lowest temperature in the
northern hemisphere

Social and economic features of Oymyakon District

Demographics

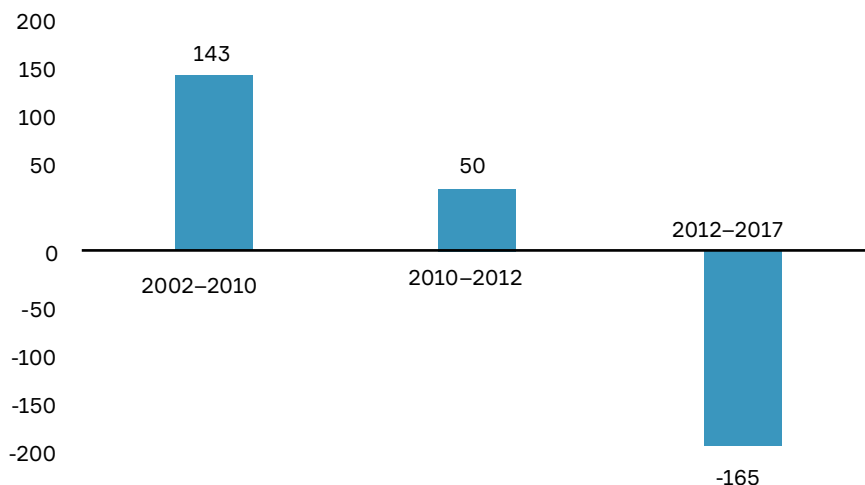
According to data collected in 2017, the population of the village of Oymyakon is currently 347 people, or 54% of the population of the 1st Borogon Nasleg.



Population of Oymyakon village³

Population dynamics in the village of Oymyakon are uneven, as the number of people living here tends to take both spikes and steep plunges.

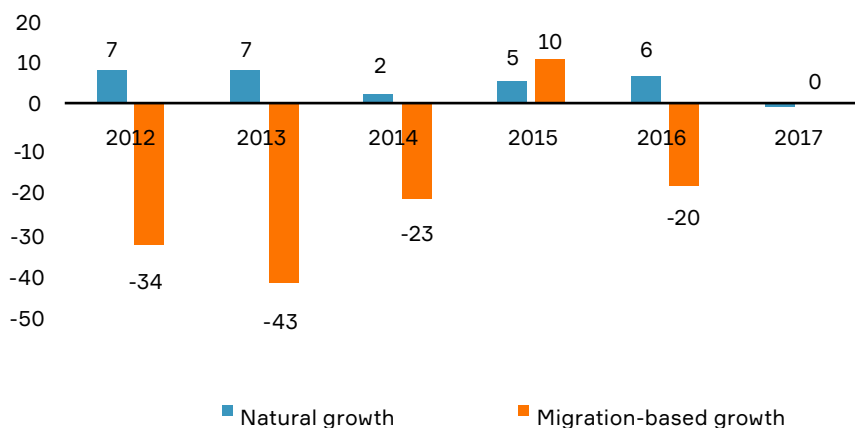
Changes in the population of Oymyakon during different time periods



The 1st Borogon Nasleg, in turn, is characterized by out-migration, while natural population growth is approaching zero.

The ratio between men and women in Oymyakon District is 50 % / 50 %.

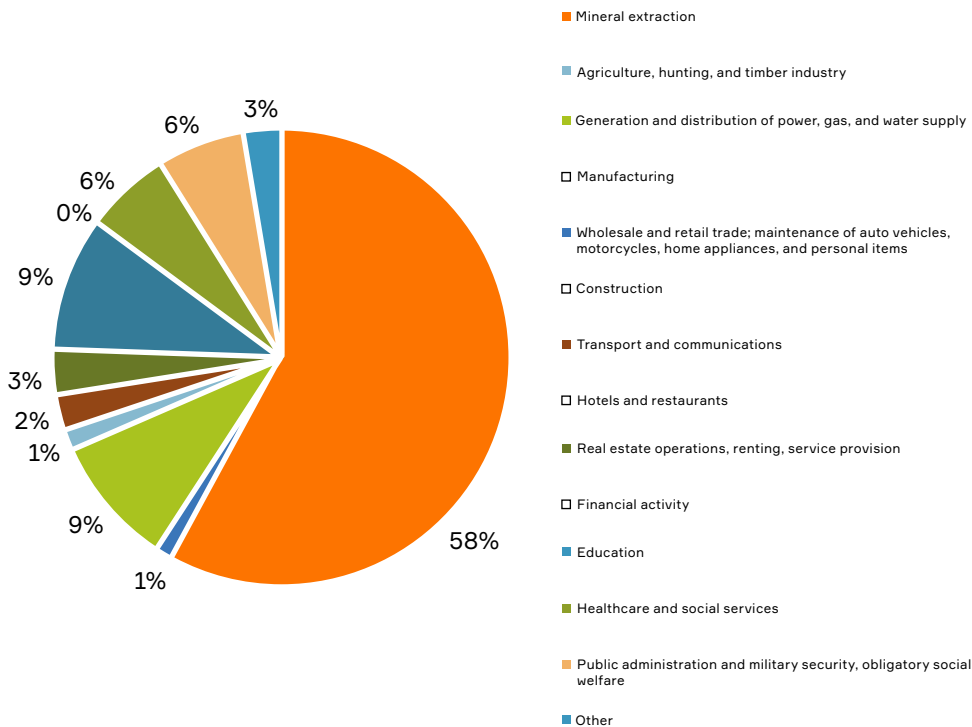
Migration and natural population growth in the 1st Borogon Nasleg



³Sources: Social and economic development strategy for the Oymyakon Ulus (District) for 2030 (figures for 2017), Municipality database (figures for 2002 and 2010), online resource at https://www.moya-planeta.ru/travel/view/byvaet_huzhe_226/ (figures for 2012).

Labor and employment

Employment shares among the population of Oymyakon District



The village of Oymyakon mostly specializes in economic activities related to farming and horse breeding.

Number of organization employees

As of 2010, the number of organization employees in the 1st Borogon Nasleg reached 170 people. The average estimated wage for 2018 is approximately RUB 30,000.⁴

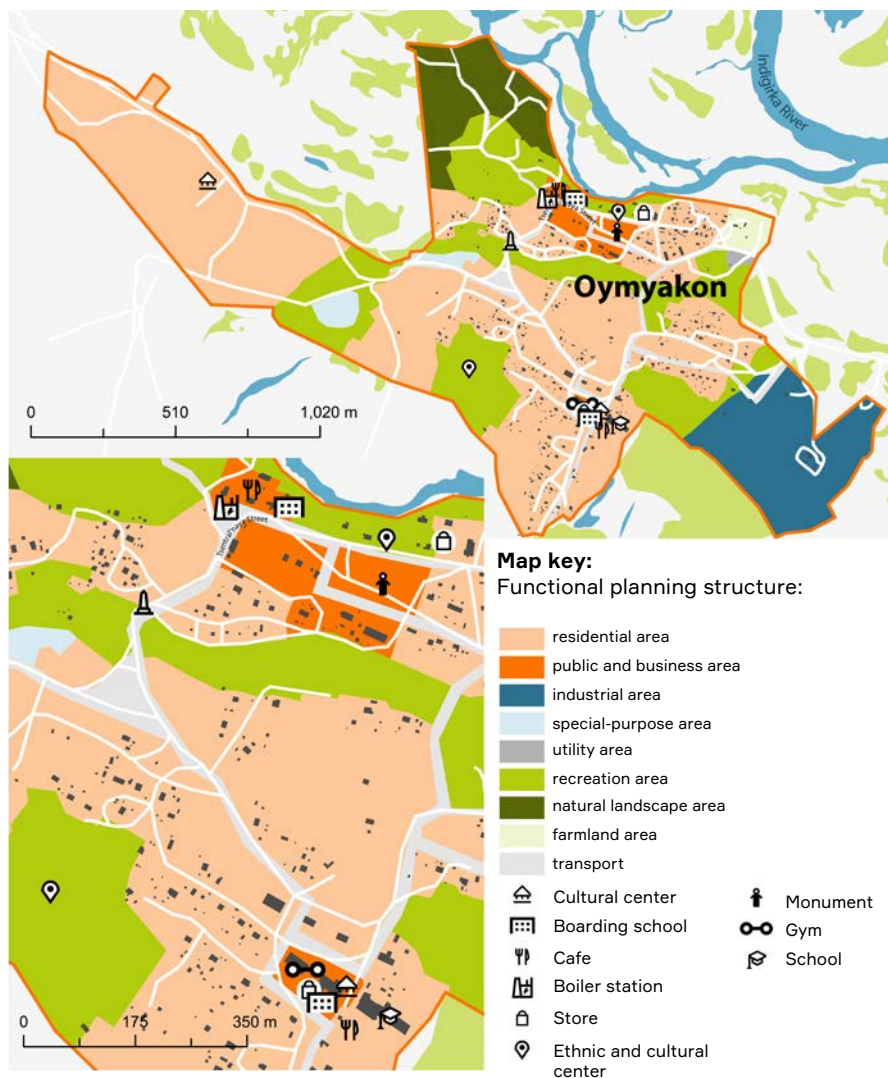
The size of the employed population in Oymyakon District in reached 6,125 in 2016. Out of these people, nearly 60 % were employed in the mining industry. The average wage in Oymyakon District is RUB 88,405 .⁵

As per the Social and Economic Development Strategy for 2032, which also includes targets for 2050, the Oymyakon District is defined as

⁴The figures have been defined by using the average wage indexing method for 2010(source — Municipality database). As a multiplier, we used the consumer price index for the Republic of Sakha (Yakutia).

⁵The figures are listed for large and medium enterprises for 2017. Source: Statistics for criteria defined by Decree of the Government of the Russian Federation No. 1317, dated December 17, 2012, "On Measures to be Taken in Order to Implement Presidential Decree No. 607, dated April 28, 2008, 'On Evaluating the Efficiency of Local Authorities in Urban Districts and Municipalities', and Subsection I of Section 2 of Presidential Decree No. 601, dated May 7, 2012, 'On the Main Aspects of Improving the Public Governance System'" (as of April 1 2018).

part of the Republic's Eastern Economic Zone, which encompasses 3.1% of the population and includes such large mineral fields as the Nezhdaninskoye gold mine, the Verkhnee-Menkechenskoe silver and polymetallic deposit, and the Agylkinskoe copper and tungsten field (with additional rich deposits of silver). The Strategy dictates that the Oymyakon municipality retain its specialization in gold and antimony ore extraction, involving both current and new deposits.



TOURISM



The Social and Economic Development Strategy for the Republic of Sakha (Yakutia) for 2032, which includes the Target Vision for 2050, defines Oymyakon Ulus as a hub for adventure and educational tourism (see section Ts-4.5. Comprehensive Development of Domestic and International Tourism).

“According to the key message of tourism projects, one of the development goals for the Republic of Sakha (Yakutia) is turning it into a **generator of ice experiences. Yakutia’s extremely cold weather may be turned to a competitive advantage in the global tourism market.**”

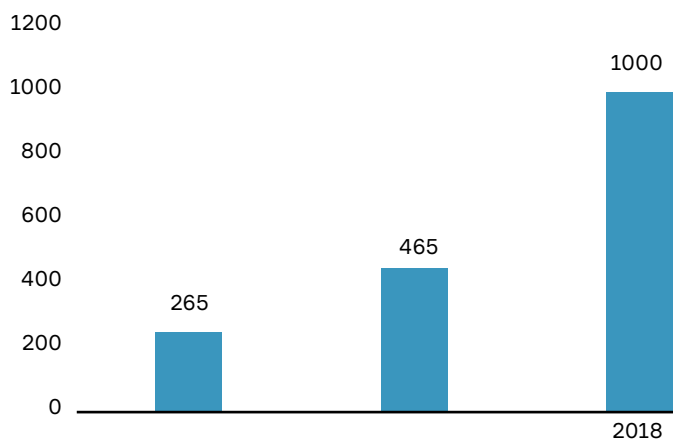
The strategic priorities for the development of tourism in the Republic of Sakha (Yakutia) dictate that the region create “a favorable environment for small and medium enterprises to actively execute projects aimed at revealing the Republic’s potential as a tourism destination. The main objectives in this area include: shaping an easily accessible tourism and recreation complex, which is to include a transportation infrastructure, and bringing comfort and hospitality levels up to global standards.”

The strategic development of domestic and international ice experience has largely been influenced by the rising interest in Yakutia

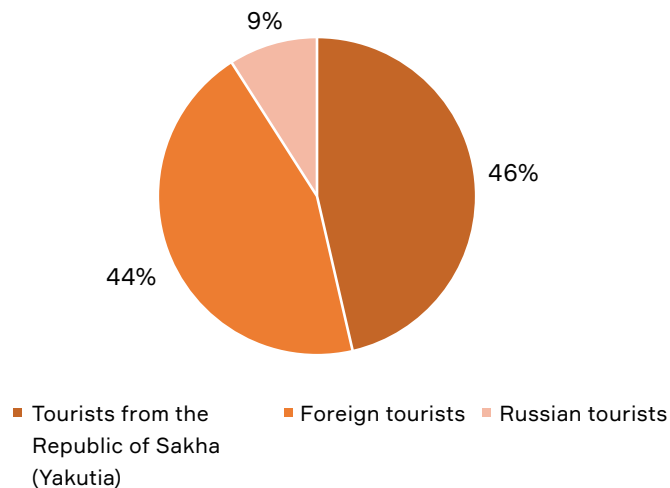
as a unique destination with an extreme climate, particularly such communities as Oymyakon and Verkhoyansk, which are competing for the title of the Northern Pole of Cold.



Between January and April of 2019, Oymyakon was visited by more than 300 people, 206 of whom received a special certificate confirming that they had been to the Pole of Cold. Out of those tourists, 100 were from abroad, 89 were from elsewhere in Yakutia, and 17 were from various Russian regions.



Influx of tourists to Oymyakon District throughout the year



Breakdown of tourist flow to the Oymyakon valley

Throughout the year, Oymyakon gets approximately 1,000 visitors, but this number has the potential to rise to 3,000 by 2028. The influx of tourists to Oymyakon District rose by 40% every year between 2014 and 2018.

Starting in March 1999, the rural locality of Tomtor, lying 40 km southeast of Oymyakon, has been hosting the Oymyakon: Pole of Cold festival, which features a meeting between three winter entities: the Western Santa Claus, the Russian Grandfather Frost, and the Yakut Chyskhaan. The festival's main event is a car race along a 1270-km ice track between Yakutsk and Oymyakon. The program also features snowmobile and reindeer races between Grandfather Frosts and Santa Clauses, as well as the Miss Pole of Cold and Mistress of the Chum beauty pageants for local women, exhibitions dedicated to the national clothing, folk arts and crafts, and national cuisine of the indigenous peoples of the North, reindeer sledding and dog sledding with Yakut laikas, and ice fishing.

1000

**tourists coming to
Oymyakon per year**

3 THOUSAND

**tourists coming per year —
growth potential**



The Ice Palace of Frost Lord Tchyskhaan

Extremely cold weather and ways of surviving amidst harsh nature, glaciers that do not melt even when it's +30°C and watersheds that do not freeze even when it's -60°C, polar nights and the Aurora Borealis, and ice fishing on the Indigirka river, rich in sardine cisco, nelma, Arctic cisco, whitefish, broad whitefish, and muksun are but a few of the unforgettable experiences awaiting tourists in Oymyakon.

Apart from adventures amid snow and ice, Oymyakon Ulus also has potential for developing tourism activities connected to the natural and historical landmarks' and the local peoples' unique culture.

Prominent landmarks:

- the Oymyakon Pole of Cold Stele in the village of Oymyakon;
- the N.M. Zabolotsky-Chyskhaan Local History Museum, which houses a memorial sign in honor of Sergey Obruchev's expedition and a traditional Yakut winter log house with an exhibition of the locals' everyday life in the 19th century;
- the ski resort near the village of Ust-Nera;
- the horse ranch near the village of Yuchyugey;
- the memorial honoring the victims of Stalin's labor camps in the village of Tomtor;
- the local history museum in the village of Tomtor;
- the literature and local history museum in the Tomtor middle school, dedicated to the writers and poets sent to the labor camp in Oymyakon Ulus;
- the History of Oymyakon as the Pole of Cold private museum in the village of Oymyakon;
- the historical mansion of Nikolay Krivoschapkin, a Yakut merchant, art patron, and public figure, who kickstarted education efforts in Oymyakon Ulus;
- the Muus Khaya Peak, the highest point in the Asian half of Russia (standing 3011 m tall);
- Lake Labyntyr: a lake of legend;
- mountain, taiga, and river landscapes; hot springs;
- the Kolyma Federal Highway, an important 20th century landmark, which also serves as a memorial in honor of its builders;
- the Ice Palace of Frost Lord Chyskhaan tourism complex.

Oymyakon Ulus is home to 4 hotels. The tourism infrastructure of the 1st Borogon Nasleg includes a 6-person guest house, a gas station, and a store.

As of today, Oymyakon is served by 9 tour operators (see Appendix).

The main product offered by these operators is a range of multi-activity tours of different types: extreme adventures, educational visits, ethnographic tours, event visits, and eco tours.

Extreme adventure tours

Period: December to February

Duration: 8–10 days

Route: tours include visits to the city of Yakutsk, the village of Khandyga, and various destinations in Oymyakon District (the villages of Yuchyugey and Oymyakon).

Main activities: two-day journey on a reindeer sled, camping overnight in a heated tent, ice experiences, ice fishing.



Reindeer sled

Educational tours

Period: year-round

Duration: 6–11 days

Route: tours include visits to the city of Yakutsk, various landmarks around Oymyakon District, as well as a number of other destinations:

The Lena Pillars, the city of Magadan, destinations connected to the history of the GULAG system, and more.

Main activities: visits to conservation sites, museums, introductions to various communities.

Event tours

Period: January to April

Duration: 8–10 days

Route: tours include visits to the city of Yakutsk, the village of Khandyga, and various destinations in Oymyakon Ulus (the villages of Yuchyugey and Oymyakon).

Main activities

Visits to the following events:

- the Oymyakon: Pole of Cold festival;
- the Oymyakon, Realm of Frost Lord Chyskhaan dramatic performance;
- the ceremony where the symbol of frost is placed within Chyskhaan's Ice Palace for safekeeping, conducted by a girl personifying Winter;
- photography exhibition on extreme tourism;
- the Miss Pole of Cold beauty pageant;
- the Yakut Algys cleansing ritual;
- reindeer herders' festival in the village of Tomtor;
- staying the night with a reindeer herder's family (village of Yuchyugey);
- New Year festivities in the Chochur Muran ethnographic complex, New Year's night on the Chochur Muran mountain overlooking Yakutsk.

Eco tours

Period spring and autumn

Duration: 10 days

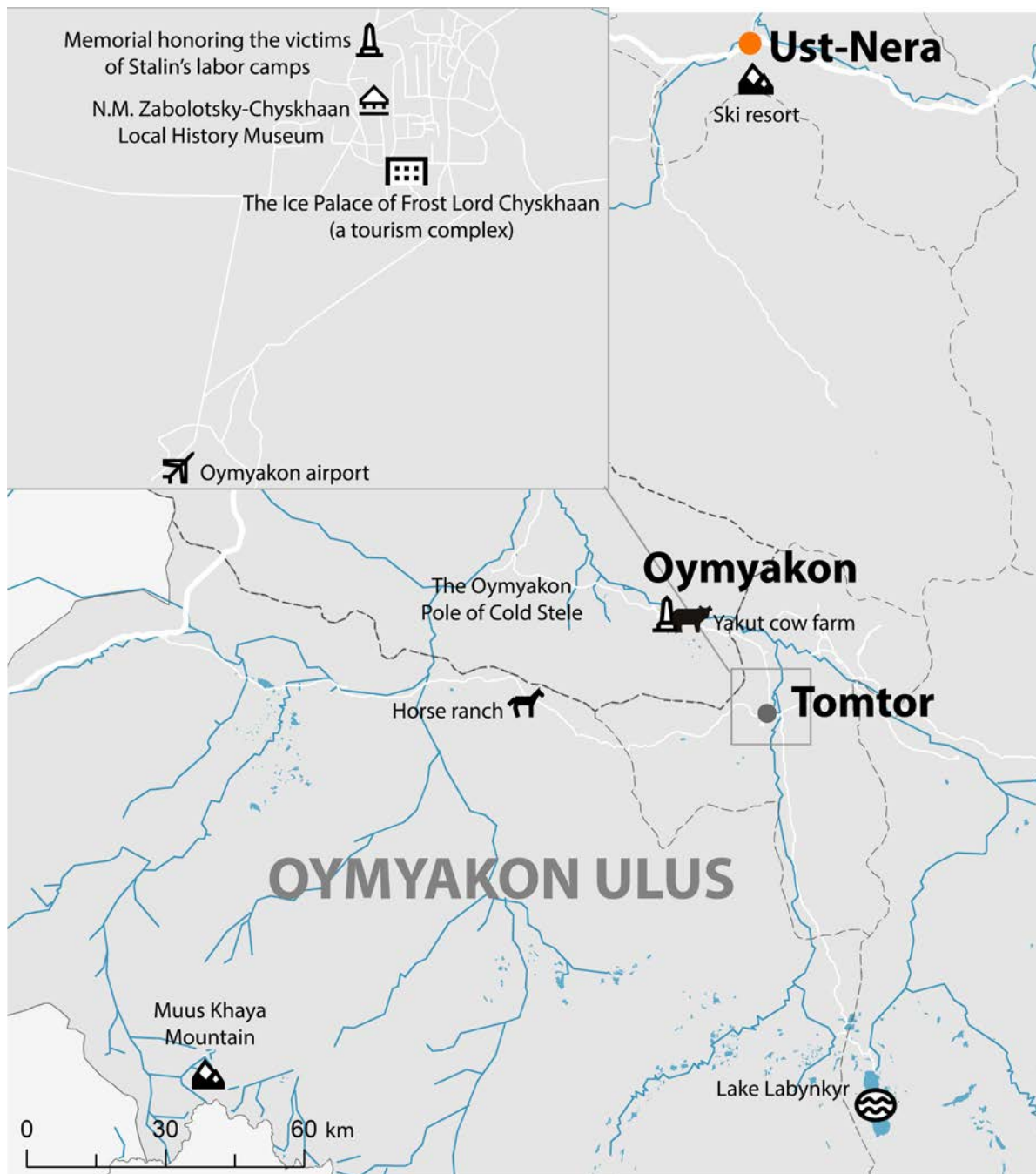
Route: tours include visits to the city of Yakutsk and to the Kisilyakhs² in Oymyakon Ulus. May also include a car ride from Oymyakon Ulus to the city of Magadan.

Main activities: nature walk up the Kisilyakhs⁶, visiting the Atyr-Basa ice river, ascending Aphrodite mountain.



Lake Labyntyr

⁶Tall oddly-shaped rocky pillars, left behind by frost weathering



Key destinations of Oymyakon Uls

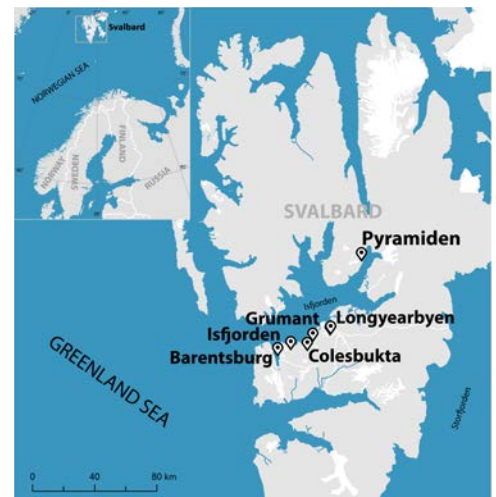
GLOBAL EXPERIENCE

OPERATION OF TOURISM CLUSTERS IN REMOTELY-LOCATED DESTINATIONS

SVALBARD, NORWAY



Barentsburg



The Grumant Arctic Tourism Center, operated by the Arctikugol Public Trust, offers a multi-activity package tour to the remote landmarks of the Svalbard Archipelago: the Longyearbyen, Barentsburg, Pyramiden, Isfjorden, Colesbukta, and Grumant communities, as well as various natural sights (Kapp Starostin, glaciers, waterfalls, and more).

To go from location to location, tourists use waterways in the summer and snowmobiles in winter. The journey itself is also an integral part of the experience.

Most of the accommodation is provided in the communities of Barentsburg, Longyearbyen, and Pyramiden.

Barentsburg is Svalbard's second-largest residential area. It serves as headquarters for tour groups traveling across Svalbard. It provides the following infrastructure: the Barentsburg hotel, the Pomor hostel, the Krasnyi Medved restaurant and brewery, the ArtArcticGallery museum and exhibition complex, a Norwegian post office, an arts and crafts center, and a husky farm.

Longyearbyen is the world's northernmost community of over 1000 people, the largest populated area in Svalbard, and the

administrative center of the eponymous Norwegian province. It usually serves as a transit point for travelers. For accommodation, guests may use the Russky Dom guesthouse or the Longyearbyen hotels (over 10 facilities of various categories).

Pyramiden is a conserved mining village. It mainly serves as a short-term pit stop for travelers, who tend to stay at the Piramida hotel (42 rooms).

Functional principles that may be used in developing competition submissions:

- the tour's compatibility with the destination's geographic features;
- unique specialization and profile for each location;
- assignment of a specific role to each location (transit, short-term stay, long-term stay);
- efficient use of the current infrastructure thanks to rational logistics and harmonized material resources.

ETHNOGRAPHIC TOURISM CLUSTER

HURON-WENDAT, QUEBEC, CANADA



<http://in-keepexploring.canada.travel/things-to-do/exp/h%C3%B4tel-mus%C3%A9e-premi%C3%A8res-nations-huron-wendat-heritage>

Huron-Wendat is an ethnographic park located in the historical homeland of the Huron people, one of North America's First Nations. Members of the Huron nation are taking direct part in developing and operating this tourist attraction. The Huron-Wendat ethnographic park is a fully functional tourism cluster, which offers its guests a diverse range of services, from authentic cafes and restaurants to accommodation facilities across different price categories, which display traditional Huron stylistic and architectural patterns. The park is also home to a moccasin-sewing workshop that is owned by indigenous people.

TOURISM INFRASTRUCTURE

HOTEL MUSÉE PREMIÈRES-NATIONS (4*)



https://www.tripadvisor.ru/Attraction_Review-g1498925-d2021369-Reviews-Musee_Huron_Wendat-Wendake_Quebec.html

The hotel's architecture and interior design is based on traditional Huron motifs and allows its guests to spend the night in an actual Huron home. In addition to its Huron-style accommodation, the hotel also has 55 standard rooms.

Furthermore, it houses a museum that can double as an event venue (for conferences, banquets, and weddings).



LA HURONNIERE BED AND BREAKFAST



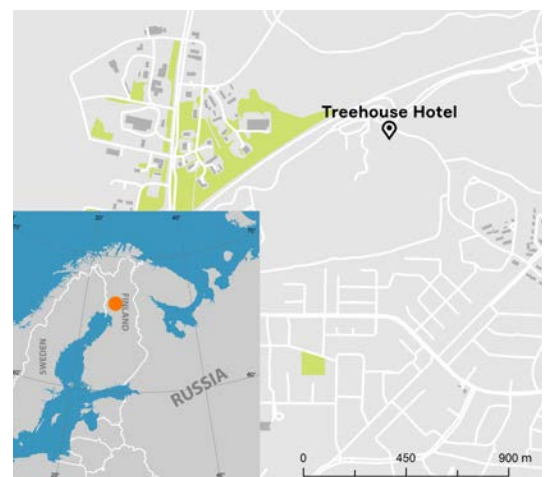
<https://www.gitescanada.com/lahuronniere>

This guest house is decorated with paintings and household items made by local artists. The average cost of a stay is comparable to standard hotel offerings.

Functional principles that may be used in developing competition submissions:

- incorporation of traditional indigenous motifs into the architecture;
- opportunities for making and selling traditional arts and crafts;
- accommodation facilities of various comfort levels and different price segments;
- diverse infrastructure, including event venues.

TREEHOUSE HOTEL, ROVANIEMI, FINLAND



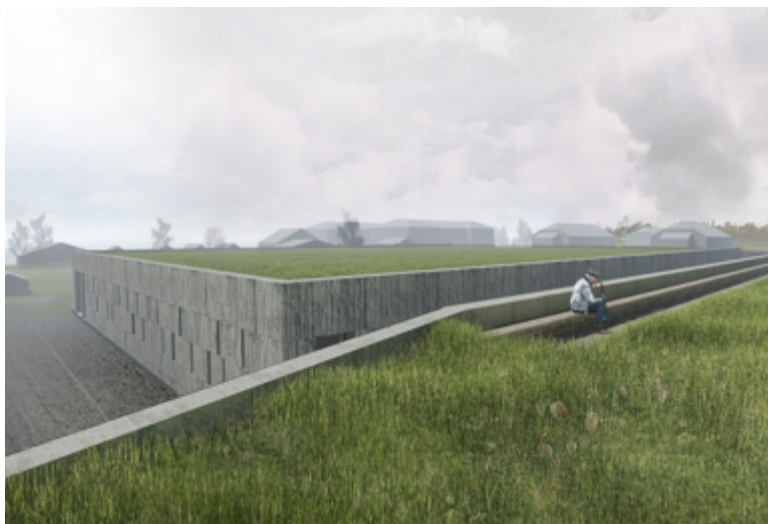
<https://www.archdaily.com/871023/arctic-treehouse-hotel-studio-puisto>

The Treehouse Hotel project boasts subtle integration with the surrounding landscape, and the style of its interiors allows guests to become one with nature. The building uses unique architectural solutions, such as woodwork and shingles made of pine cones. To minimize their environmental impact, the buildings are elevated above the ground on stilts.

Design principles that may be used in developing competition submissions:

- minimization of environmental impact;
- integration with the natural landscape;
- a green approach with a focus on natural landmarks as the main “exhibit.”

THE ARCHIVE DEPOSITORY OF THE SOLOVKI MUSEUM AND NATURE RESERVE, ARCHANGELSK OBLAST, RUSSIA



<https://archi.ru/russia/78412/nizhe-travy>

The draft design of the Solovki Museum and Natural Reserve (currently being approved) is based on minimal alteration of visual perspectives via a gentle integration with the surrounding landscape. The building is lined with natural granite from Karelia, making it resemble a natural split in a mass of rock, with various indentations and drill marks.

Design principles that may be used in developing competition submissions:

- subtle integration into the cultural landscape;
- use of locally-sourced building materials.

ACCOMMODATION FACILITIES OUTSIDE A SETTLEMENT IN AN OPTIMAL LOCATION FOR VISITING REMOTE NATURAL LANDMARKS

SOMERSET ISLAND, NUNAVUT, CANADA



Arctic Watch Wilderness Lodge

<https://www.nunavuttourism.com/your-haven-away-from-home/>

Tour operator Quark Expeditions offers multi-day tours to an uninhabited island in the Canadian Arctic. While there, tourists gain an opportunity to access remote natural landmarks and observe Arctic animal species in the wild.

Functional principles that may be used in developing competition submissions:

- creation of a state-of-the-art comprehensive tourism infrastructure for housing tourists in the wilderness outside towns and cities;
- the use of non-standard basic accommodation in remote locations;
- unusual solutions for meeting the higher-profile tourists' needs for luxury accommodation.

ENVIRONMENTAL DEVELOPMENT

THE HOODED CABIN, NORWAY



<https://www.archdaily.com/910981/the-hooded-cabin-arkitektaerelset-as>

The Hooded Cabin is the private home of the architect Grethe Løland. The roof's unusual shape serves as a climate control solution, and the use of pine wood as the primary building material makes the house blend into the surrounding nature.

Design principles that may be used in developing competition submissions:

- maximum integration into the surrounding environment;
- visual links with nature;
- protection of the building and its entrance against katabatic winds.

TERRACED HOUSES IN LONGYEARBYEN, SVALBARD, NORWAY



Terraced development cuts down on construction time, improves energy efficiency (for instance, by shrinking non-residential premises), encourages good neighborly relations. The terraced houses in Longyearbyen have bright, colorful facades, which makes the environment visually pleasing and helps the buildings stand out when visibility is poor.

Design principles that may be used in developing competition submissions:

- architectural consistency with the local climate conditions;
- visually pleasing color schemes;
- efficient power consumption.

THE FINALIST'S PROJECT SUBMISSION

PRINCIPLES FOR DEVELOPING A PROJECT SUBMISSION

The concept of the tourism cluster in the village of Oymyakon, Sakha (Yakutia) must adhere to following principles.

1. Compliance with documentation that describes strategic development and territorial planning in the Republic of Sakha (Yakutia) and territorial planning specifications

Project submissions for the competition must correspond to the strategic development priorities of the Republic of Sakha (Yakutia), which are defined in the following official documents:

- Law of the Republic of Sakha (Yakutia) No. 2077-3 N 45-VI, dated December 19, 2018, on the Social and Economic Development Strategy for the Republic of Sakha (Yakutia) for 2032, plus Target Vision for 2050, adopted by Decree No. 3 N 46-VI of the State Assembly (Il Tumen) of the Republic of Sakha (Yakutia) on December 19, 2018.
- Decree No. 2 of Aysen Nikolaev, head of the Republic of Sakha (Yakutia), dated September 27, 2018, "On the Environmental Well-being of the Republic of Sakha (Yakutia)";
- Decree No. 145 of Aysen Nikolaev, head of the Republic of Sakha (Yakutia), dated October 27, 2018, "On the Strategic Aspects of Social and Economic Development in the Republic of Sakha (Yakutia)";
- Decree No. 190 of Aysen Nikolaev, head of the Republic of Sakha (Yakutia), dated November 22, 2018, "On the Strategic Aspects of Education Development in the Republic of Sakha (Yakutia)";
- The social and economic development strategy of Oymyakon Ulus (District) for 2030;
- The general plan of the village of Oymyakon within the "Oymyakon, the Pole of Cold" municipality in the Republic of Sakha (Yakutia).

2. Compliance with Sakha's (Yakutia's) Preserving Nature for Future Generations and the Whole World social and economic development strategic goal

Approximately 90% of Sakha's territory has not yet been touched by any industry. The republic boasts unique environmental potential thanks to its pristine Arctic and northern ecosystems, where natural processes run without any human interference. These ecosystems have been recognized as a vital biological

reserve, as they perform an essential function in sustaining the global environmental balance.

The Social and Economic Development Strategy for the Republic of Sakha (Yakutia) for 2032, which includes the Target Vision for 2050, defines the following key factors for the sustainable social and economic development of the region:

- environmental protection; commitment to preserving natural ecosystems, with both their flora and fauna;
- efforts to retain untouched nature even in areas settled by humankind;
- a comprehensive approach to natural resource management.

Project submissions for the competition must be mindful of preserving the unique local cultural environment, aim to improve the quality of life and social and economic development of the village of Oymyakon, promote the region's green image, and help increase its environmental rating.

3. Compliance with Sakha's (Yakutia's) Comprehensive Development of Domestic and International Tourism social and economic development strategic goal.

The Social and Economic Development Strategy for the Republic of Sakha (Yakutia) for 2032, which includes the Target Vision for 2050, defines Oymyakon District as a hub for adventure and educational tourism (see section Ts-4.5. Comprehensive Development of Domestic and International Tourism).

The strategy for the development of the tourism industry is based on emphasizing the territorial specialization for various types of tourism, and according to the key messages of local tourism projects, one of the development goals for the Republic of Sakha (Yakutia) is turning it into a generator of ice experiences.

“Yakutia's extremely cold weather may be turned to a competitive advantage in the global tourism market”.

The implementation of the proposed projects must result in a state-of-the-art service infrastructure to cater to the region's complex, multi-activity tourism sector on the local, inter-regional, and international level. The goal is to increase the appeal of the Pole of Cold destination and integrate it deeper into the tourism offerings of the Republic of Sakha (Yakutia).

4. A cluster-based approach to tourism and territorial development

The cluster development process requires mobilizing all tangible and intangible resources in order to provide Oymyakon with modern infrastructure suitable for the development of current and future types of tourism.

This need for resource mobilization stems from the very unique challenges that the development of tourism infrastructure faces in Oymyakon Ulus, such as:

- long distances between landmarks;
- randomly scattered populated areas that are located very far away from one another;
- low population size and extremely low population density;
- an underdeveloped road system, which limits freedom of movement;
- unfavorable natural and climatic conditions.

In line with the goals described above, the development of the tourism cluster in Oymyakon requires the following:

- mobilization of resources in order to create comprehensive tourism infrastructure of maximum density and thus make tourism services more competitive;
- creation of an interconnected infrastructural complex, comprised of tourism facilities that meet the needs of various target audiences;
- support for the creation of various services in support of the tourism infrastructure;
- promotion of active collaboration between various local communities, aimed at improving the quality of tourism services;
- construction of a distributed recreational cluster that is based on conceptual, functional, and logistical links between sparsely located destinations, which, in turn make the tourism offerings more diverse.

The implementation of the proposed projects must result in the village of Oymyakon gaining a tourism infrastructure on a whole new level, catering to a variety of target audiences and linked to a cluster infrastructure of sparse, yet interconnected locations, which will increase the appeal of Oymyakon as a travel destination and optimize the inflow of tourists.

5. Promoting the Pole of Cold brand

The Pole of Cold brand includes not only the phenomenally low temperatures and the related challenging ice experience, but also other impressions from immersion in a unique culture that reflects how well humans can adapt to even the most unfavorable environments. The stunning landscape of the Oymyakon valley, which has shaped the unique practices of the civilization living at

the Pole of Cold, is an immense focal point of energy, which can empower people and inspire them to rethink their life priorities.

Project submissions must reflect the three main aspects of the Pole of Cold brand: **cold — culture — conservation**.

The architectural, artistic, and functional proposal for recreational facilities and environmental community design must reflect, both aesthetically and practically, emotional responses to the natural, historical, and cultural features of the region.

6. Catering to different target audiences

Oymyakon Ulus actively supplements traditional events (the Pole of Cold festival) and educational tours (Around the Land of Oymyakon, Oymyakon: the Pole of Cold, Yakutsk — GULAG — Oymyakon — Magadan) with new extreme adventures (the Yakutsk — Oymyakon — Magadan car race along the Kolyma Highway, the Expedition to the Pole of Cold, and more).

Since tourism development in the ulus faces certain challenges, multi-activity tourism is becoming increasingly relevant.

The tourism offerings are tailored towards a variety of target audiences, with different geographical origins (regional, inter-regional, international), financial status, and purposes for visiting. Therefore, the region's future infrastructure must meet the requirements of all these audiences, while retaining the destination's unique spirit and offering different vacation types.

7. Adaptation of proposed solutions to extreme climate conditions

The solutions submitted by the contestants must be able to withstand the region's climate. Namely, they must:

- feature architectural planning and functional solutions that account for the unfavorable climate conditions;
- ensure a safe stay despite the extreme climate;
- allow for the use of materials and technologies adapted to the extensive temperature fluctuations, strong winds, and the presence of permafrost;
- account for limited access to various materials and equipment in the remote areas of the Far North, and for the difficulties with storing and disposing of domestic waste;
- account for the exogenous processes that may make building construction and use more difficult (flooding, bog formation, etc.).

8. Comprehensive development

The creation of a recreational cluster in the village of Oymyakon requires a number of interconnected solutions that will help build tourism infrastructure and improve the local quality of life.

The connections between these solutions must be ensured not only through functional, design, engineering, architectural, and artistic means, but also through the use of a singular strategy for attracting and distributing funding for an interconnected tourism and support infrastructure and community environment.

What is most important here is balancing the interests of the local community, tourists, small enterprises, the local authorities, and all other stakeholders.

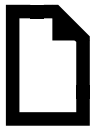
The implementation of the proposed projects must result not only in the establishment of a well-developed tourism infrastructure, but also in a lasting positive social and economic impact on the community of Oymyakon village and ulus.

GENERAL REQUIREMENTS FOR COMPETITION PROPOSALS

- Compliance with the technical specifications, including the key concept of the tourism cluster project.
- Compliance with the urban planning standards of the Russian Federation, the regional standards of the Republic of Sakha (Yakutia), and the local rural locality planning standards of the 1st Borogon Nasleg municipality, as well as with the general plan of the village of Oymyakon.
- Suitability of the proposed functional, design, architectural, and other solutions for extreme climate.
- Harmonized and cohesive composition of the proposed architectural, planning, and landscaping solutions.
- Clear embodiment of the three main aspects of the Pole of Cold brand: cold — culture — conservation.
- Alignment of the Oymyakon village master plan with current global trends in tourism infrastructure and environmental design.
- The use of resource-conscious technology, including energy-efficient solutions.
- Compliance of the proposed planning and architectural solutions with the tourist safety requirements listed in the Russian public standard system (GOST 32611-2014. Tourism services. Tourist safety requirements).
- Creation of an infrastructure that will be able to sustain a tourist influx in the short, medium, and long term.
- A lasting, long-term (up to 10–20 year) positive social and environmental impact on the well-being of the Oymyakon village and ulus community, including better quality of life, longer life expectancy, higher income, and lower outbound migration.
- Efficient long-term (10 to 20 years) budget co-funding.

SUBMISSION CONTENTS

Submission at Stage 1



1. Application

Applications must be filled in via the competition's official website: <https://oymyakon.world>.



2. Portfolio

The contestant's portfolio must cover no less than 5 successful projects in the following fields:

- complex urban development and development of other communities (development concepts and projects, master plans, and other initiatives that entail the overhaul of community spaces through both major construction and visual changes);
- tourism and recreation infrastructure planning (concepts and projects of recreation and/or tourism clusters and complexes; concepts and projects of accommodation facilities, tourist information centers, etc.);
- urban overhaul initiatives (concepts and projects of public amenities, architectural and aesthetic concepts, etc.)

Information on each project must be filled into the relevant fields of the form. It is possible to attach images, but no more than 3 for each project.



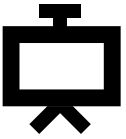
3. Cover letter

The cover letter must describe the key ideas and approaches to Concept development. The cover letter must not be more than 5,000 characters (with spaces) long.



4. Additional visual materials (plans, renders, etc.) may be added upon the contestants' discretion

Submission at Stage 2



- project albums, including the cover letter and visual materials for the proposed solutions;
- sketch boards;
- presentation;
- any other additional materials that the contestants might need for presenting their concept.

GENERAL TECHNICAL SPECIFICATIONS FOR THE CONCEPT OF A TOURISM CLUSTER

1. Determining the needs of target audiences

1.1. Analysis of the tourist product.

- Defining the main competitiveness factors (consumer value generators) of the currently available tourist offerings.
- Defining the areas where it would be possible to improve the competitiveness (consumer value) of these offerings.

1.2. Definition of target audiences and their needs.

- Determination of which target audiences offer the most potential, with the competitiveness factors of key tourist offering in mind. Description of the determined target audiences.
- Definition of each audience's needs and demands.
- List of event preferences.

1.3. Design of Pole of Cold adventure scenarios.

2. Master Plan of the Oymyakon village, including the locations of tourism infrastructure elements

2.1. Provision of a conceptual justification for the planned tourism cluster.

- Evaluation of the natural, mineral, demographic, economic, historical, cultural, transportation and logistical, and territorial potential of Oymyakon Ulus, as well as the conditions for tourism cluster development.
- Social, economic, urban planning, and other conditions that may drive potential for creating a tourism cluster in the village of Oymyakon.
- The principles of the spatial development of the Pole of Cold tourism cluster.
- Most promising aspects of tourism cluster development in the village of Oymyakon.

2.2. Determination of the need for main and supporting tourism infrastructure elements, specifically in light of target audiences and the changes expected to impact tourism offerings.

- Inbound groups, visitor center, tourist information center.
- Accommodation facilities of various levels (hotels, apartments, hostels, guest houses, etc.).
- Public catering facilities (restaurants, cafes, food courts, diners, etc.), retail outlets (malls, farmers' markets, souvenir shops, etc.).
- Culture and leisure infrastructure (libraries, museums, exhibition centers, multi-functional venues for music and dance performances, and any other spaces for cultural and educational events, including indoor and outdoor festival venues).
- Specialized tourism and recreation complexes.
- Other facilities.

2.3. Definition of the need for any other infrastructural resources for the comprehensive development of the Oymyakon village after it is turned into a tourism cluster.

- Social, economic, urban planning, and other conditions that may impact the potential need and capacity for creating the infrastructure around the tourism cluster in the village of Oymyakon.
- Evaluating the scope and location of housing development.
- Evaluating how much the pressure on the social infrastructure and engineering facilities may increase.

2.4. Functional planning of the territory.

- Evaluating the current planning of the Oymyakon village and comparing the development features in the northern and southern parts of the village.
- Evaluating the current condition of the municipal housing sector and determining whether there are enough social, cultural, and utility resources.
- Defining the issues and challenges of territorial development, as well as the ways these issues may be resolved.
- Making suggestions for the functional and planning features of the village of Oymyakon, particularly those that make it possible to develop a recreation cluster and to optimize the use of Oymyakon's territorial resources.

2.5. Arranging the creation of tourism and other infrastructure and utility systems.

2.6. A system of public spaces.

- Key public spaces.
- Additional public spaces that will help meet the needs of the future tourism cluster and the local community.
- Holistic development of a system of communal spaces.

2.7. Architectural and artistic concept.

- Making suggestions to better use Oymyakon's architecture for promoting the Pole of Cold brand: cold — culture — conservation.
- Recommending various three-dimensional design solutions for the community environment.
- Offering three-dimensional design, architectural, and planning solutions for the key elements of tourism infrastructure.
- Offering design solutions for Oymyakon village's key public spaces.

3. Means of applying the master plan suggestions, including the creation of the tourism cluster infrastructure

3.1. Providing justification for target audiences.

- Predicting profits that each of the target audiences defined above can generate for the tourism and recreation cluster.
- Finding channels and means of engaging with the target audiences. Evaluating the potential cost of audience engagement.

3.2. Tourism and recreation cluster staffing and management techniques.

Recommended tourism and recreation cluster management techniques:

- strategic management;
- operational management of the tourism and recreation cluster;
- event program management.

3.3. Project budget and funding sources.

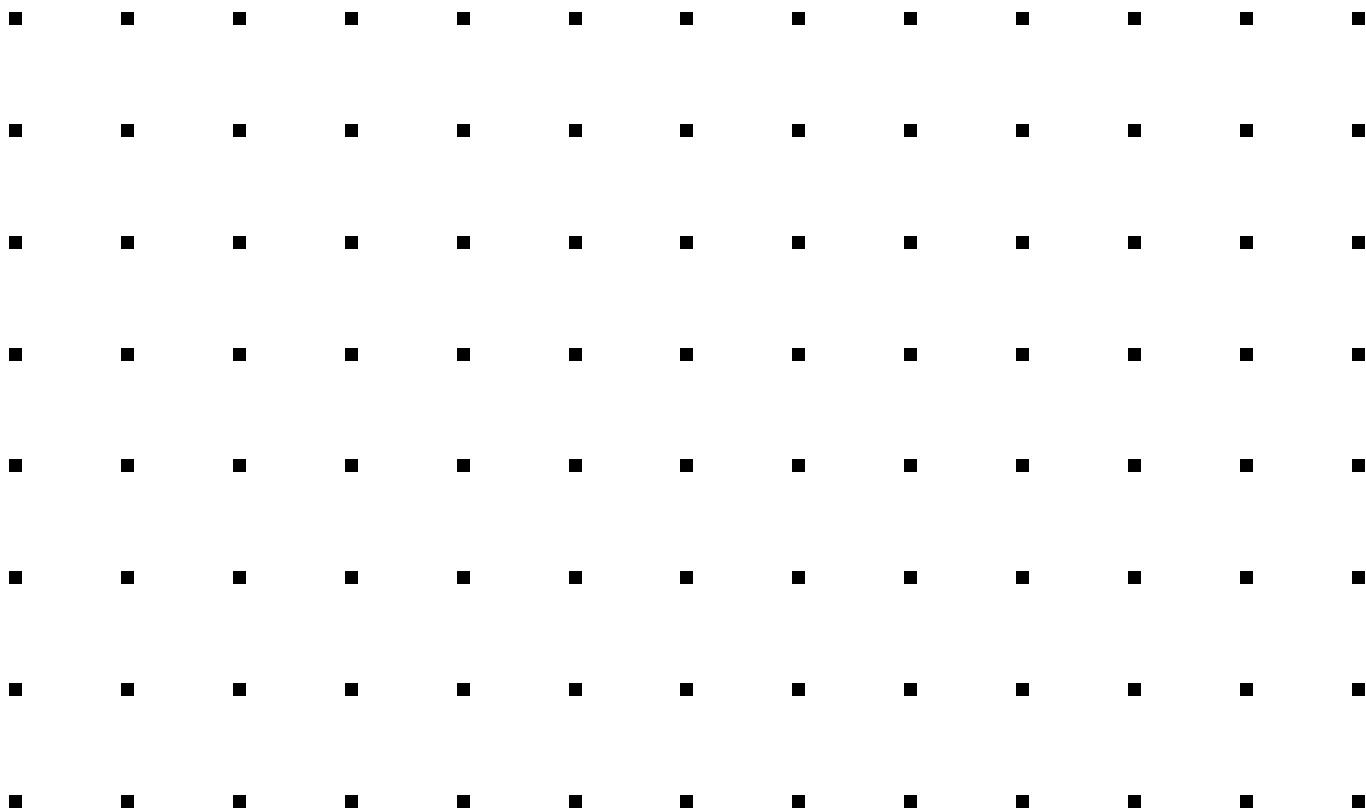
- Calculating the scope of investments in the tourism and recreation cluster:
 - initial capital investment;
 - cost of labor resources;
 - cost of promotion.
- Finding an optimal funding structure. Funding sources:
 - government budget (regional, federal);
 - institutions (banks, foundations);
 - extra-budgetary resources (business investors);
 - defining the share of each funding source and the cost of its engagement.

3.4. Evaluating the economic efficiency of the tourism and recreation cluster.

- Evaluating the economic efficiency of investing in the creation of a tourism and recreation cluster (net discounted profit, pay-off period, profit margin, internal rate of return).
- Evaluating the long-term social impact (drop in outbound migration, better life expectancy, lower death rate etc.).
- Evaluating the cost-effectiveness of investments in the tourism and recreation cluster.

Operator name	Tour name	General overview	Cost per person	Locations offered	Destinations	Features of the event program
RussiaDiscovery LLC (Moscow) www.russiadiscovery.ru	Expedition to the Pole of Cold, an ethnic tour to Yakutia	<ul style="list-style-type: none"> Challenge level: medium (involves moderate physical exercise) age: 12 and over; group size: 4-6 people; seasonality: once a year (in January); duration: 8 days. 	RUB 109,000	The city of Yakutsk, the Lena Pillars, Tatinsky Ulus, the village of Khandyga, the village of Yuchyugey, the village of Tomtor, the village of Oymyakon.	The Chochur Muran ethnographic complex, the Realm of Permafrost underground ice gallery, the Yakutsk State Museum of history and culture of the people of the North named after E. Yaroslavskiy (Yakutsk), the P.A. Lazarev Mammoth Museum (Yakutsk); the Lena Pillars; the Dmitry Sivtsev-Suorun Omollon History and Ethnography Museum of Cherkyokh (village of Cherkyokh); the farm dedicated to restoring the Yakut cow breed (Oymyakon Ulus); the Pole of Cold Stele (Oymyakon Ulus); horse ranch (the village of Yuchyugey).	A dog sled ride across Lake Ytyk-Kyuyel (not far from the village of Nizhny Bestyakh); fishing on the Indigirka River; a concert by the children's ethnic dance theatre; the Awesome Stuff Cold Does program (the village of Oymyakon); taking part in Algys, a pagan cleansing ritual (the village of Yuchyugey).
RussiaDiscovery LLC (Moscow) www.russiadiscovery.ru	A visit to the Pole of Cold festival	Group size: 4-6 people.	RUB 126,000	The city of Yakutsk, the village of Khandyga, the village of Yuchyugey, the village of Tomtor, the village of Oymyakon.	The Chochur Muran ethnographic complex, the Realm of Permafrost underground ice gallery (Yakutsk); the Muus Khaya ethnic restaurant (Yakutsk); the Yakutsk State Museum of history and culture of the people of the North named after E. Yaroslavskiy (Yakutsk), the P.A. Lazarev Mammoth Museum (Yakutsk); the Ice Palace of Frost Lord Tchyskhaan tourism complex (near the village of Tomtor in the Oymyakon Ulus).	The Oymyakon, Realm of Frost Lord Chyskhaan dramatic performance, featuring a ceremony where the symbol of frost is placed within Chyskhaan's Ice Palace for safekeeping, conducted by a girl personifying Winter; photography exhibition on extreme tourism; the Miss Pole of Cold beauty pageant; the Yakut Algys cleansing ritual; the reindeer herders' festival in the village of Tomtor; spending the night with a reindeer herder's family (the village of Yuchyugey).
Visit Yakutia LLC (Yakutsk) www.visityakutia.com	Yakutsk — Oymyakon, Yakutsk — Lena Pillars — Oymyakon, and other similar routes (a total of 8 group tours for the winter and spring of 2019); individual tours upon request.	Group size: 6-7 people; average duration: 6 days (depending on the season); seasonality: 4 winter tours (January and February), 4 spring tours (March and April).	The website does not list the tour price.	The city of Yakutsk, GULAG concentration camps, the village of Oymyakon, the city of Magadan (3 tours); the city of Yakutsk, village of Oymyakon (2 tours); The Lena Pillars, the village of Oymyakon (3 tours).	No tour description available.	
Adventure LLC (Lyubertsy, Moscow Oblast) www.adventure-guide.ru	The Pole of Cold expedition to Oymyakon	Duration: 8 days; seasonality: from December 16 to February 23.	RUB 98,000	The city of Yakutsk, the village of Elanka, the village of Khandyga, the village of Oymyakon, the village of Kyubeme, the Lena Pillars.	The Realm of Permafrost underground ice gallery (Yakutsk), the Atlasov Family Ethnographic Complex (Yakutsk), the Elanka Pillars, the Lena Pillars, the non-freezing Shaman Creek (Oymyakon Ulus), the Tomporukskiy Pass, the memorial honoring Stalin's concentration camp victims (Oymyakon Ulus), the Pole of Cold stele.	Introductory overview of Yakutsk, winter road crossing over the Lena river, a stay in Oymyakon village hosted by a Yakut family (featuring experiments with extreme cold in the backyard); awarding certificates that confirm that the guests have visited the Pole of Cold (the ceremony is officiated by Frost Lord Chyskhaan); ice fishing on the Indigirka River; a Yakut cultural showcase in the evening at the Archy homestead; a visit to a horse ranch (Oymyakon District).
Adventure LLC (Lyubertsy, Moscow Oblast) www.adventure-guide.ru	New Year's Tour	Duration: 9 days.	RUB 174,000	The city of Yakutsk, the Lena Pillars, the village of Khandyga, the village of Oymyakon, the village of Tomtor.	The Chochur Muran ethnographic complex.	New Year festivities in the Chochur Muran ethnographic complex, New Year's night on the Chochur Muran mountain overlooking Yakutsk (including fur-adorned garments, dances around a festive pyre, and fireworks); crossing the frozen Lena River; a visit to the Pole of Cold Stele (including a meeting and picture session with Frost Lord Chyskhaan); cultural event at the Archy Homestead National Yakut Culture Center.
InYakutia LLC (Yakutsk) inyakutia.com	The Oymyakon Kisilyakhs. The Aphrodite Mountain.	Duration: 10 days, in June and July.	RUB 31,000	the city Yakutsk — the Oymyakon Kisilyakhs (Oymyakon Ulus).	The Northern Kisilyakhs (Oymyakon Ulus), the Aphrodite Mountain.	12-km trek along the Atyr-Basa ice river; 3-km climb towards the 2nd base camp (altitude — 1,340 m); ascension to the peak of the Aphrodite Mountain (altitude — 2,060 m).

Operator name	Tour name	General overview	Cost per person	Locations offered	Destinations	Features of the event program
InYakutia LLC (Yakutsk) inyakutia.com	Auto tour Yakutsk — Oymyakon — Magadan.	Duration: 11 days; seasonality: May to September, December to March.	The website does not list the tour price.	The city of Yakutsk — the village of Oymyakon — the city of Magadan.	The city of Yakutsk (old town), the abandoned Dalstroy (Far North Construction Trust) facility, a Yakut horse ranch (near the village of Oymyakon), the Ice Palace of Frost Lord Chyskhaan tourism complex (near the village of Tomtor in the Oymyakon Ulus), the N.M. Zabolotsky-Chyskhaan Local History Museum, the city of Magadan (old town).	Introductory tour of the city of Yakutsk, fishing on the Indigirka River, Yakut guest welcoming rite; reindeer sledding; crossing the frozen Lena River between the city of Yakutsk and the village of Nizhny Bestyakh, crossing the Aldan river by the Kolyma Highway; introductory tour of the city of Magadan.
InYakutia LLC (Yakutsk) inyakutia.com	Tour of Oymyakon on a reindeer sled.	Challenge level: advanced, group size; 5-6 people, duration: 8 days, including 2 days spent traveling on a reindeer sled (40-km route); seasonality: January to March.	RUB 117,000	Standard route: the city of Yakutsk — the village of Khandyga — the village of Yuchyugey (Oymyakon Ulus); reindeer sled route: the village of Yuchyugey — the village of Oymyakon.	The Dmitry Sivtsev-Suorun Omollon History and Ethnography Museum of Cherkyokh (village of Cherkyokh); the Pole of Cold stele; the Ice Palace of Frost Lord Chyskhaan tourism complex (near the village of Tomtor in the Oymyakon Ulus).	Two-day reindeer sled journey: the village of Yuchyugey — the village of Oymyakon (42 km), with an overnight stay in a heated tent; award pf Pole of Cold visitor certificate.
Severny Veter LLC (city of Mirny) ohota-v-yakutii.ru	Bus tour to Oymyakon, the Pole of Cold.	Duration: 9 days.	The website does not list the tour price.	The city of Yakutsk, the village of Khandyga, the village of Tomtor, the village of Oymyakon, the village of Yuchyugey.	The Ice Palace of Frost Lord Chyskhaan tourism complex (near the village of Tomtor in the Oymyakon District), the Pole of Cold Stele, reindeer herders' campsite (Oymyakon District).	Concert by the Eym ethnographic troupe from the village of Tomtor; tour of the village of Oymyakon; a visit to a horse ranch (Oymyakon District), the Awesome Stuff Cold Does program; stroganina tasting; a visit to a reindeer herders' campsite; learning about the daily life of reindeer herders and reindeer sledding.
TS Center LLC (the city of Yakutsk) www.yakutiatravel.com/ru	The Cold Chasers expedition.	Duration: 10 days, group size: 1-5 people, seasonality: December to February.	The website does not list the tour price.	The city of Yakutsk; the village of Khandyga; the village of Yuchyugey; the village of Tomtor; the village of Oymyakon.	The Ice Palace of Frost Lord Chyskhaan tourism complex (near the village of Tomtor in the Oymyakon Ulus), the Pole of Cold stele.	Ice fishing on the Indigirka river, stroganina tasting; the Awesome Stuff Cold Does special program; a concert by Eym, a local ethnographic troupe.
The Territoriya Sever National Tour Operator (city of Yakutsk) yakutiatravel.ru	The Oymyakon Kisilyakhs (Taas Kystaabyt); Yakutsk — Lena Pillar — Oymyakon; the Yakutsk — Oymyakon — Magadan auto tour.	No information available online.	The Oymyakon Kisilyakhs (Taas Kystaabyt) — RUB 28,000; no prices listed for other tours.	The city of Yakutsk; the Oymyakon Kisilyakhs (Oymyakon District).	The Northern Kisilyakhs (Oymyakon Ulus), the Aphrodite Mountain.	12-km trek along the Atyr-Basa ice river; 3-km climb towards the 2nd base camp (altitude — 1,340 m); ascension to the peak of the Aphrodite Mountain (altitude — 2,060 m).
Special Travel Club LLC (Moscow) www.specialtravelclub.ru	Expedition to Oymyakon, the Pole of Cold.	Duration: 8 days, seasonality: from December to February.	The price depends on group size; RUB 140,000 for 2 people.	The city of Yakutsk; the village of Khandyga; the village of Yuchyugey; the village of Tomtor; the village of Oymyakon; the city of Yakutsk.	The Ice Palace of Frost Lord Chyskhaan tourism complex (near the village of Tomtor in the Oymyakon Ulus), the Pole of Cold stele.	Ice fishing on the Indigirka river, stroganina tasting; the Awesome Stuff Cold Does special program; a concert by Eym, an ethnographic troupe from the village of Tomtor.



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