



Benchmarking trip report

(«St. Petersburg – Saimaa Lakeland travel corridor» cross-border project)

Date: 23.12.2021

Route points: 1- «Maryino» Manor (Leningrad Region, Tosnensky District, Andrianovo Village; 2 - «Gorki Golf & Resort» complex (Leningrad Region, Lomonosovsky District, «Gorki Golf» Village), bld. 2.

Organizer of the trip: Tourist Information Centre of Leningrad Region

Participants:

- 1) Amira Amirova, cross-border cooperation project manager (Tourist Information Centre of Leningrad Region);
- 2) Anastasia Burkaltseva, main specialist of the tourism development department (St. Petersburg City Tourist Information Bureau);
- 3) Anna Rokhloi, main specialist of the tourism development department (St. Petersburg City Tourist Information Bureau).

Meetings with partners from the Leningrad Region, as part of the benchmarking trip took place on December 23, 2021 in two locations: the «Maryino» Manor and the «Gorki Golf & Resort» complex. The benchmarking report represents information about general results and a summary of the trip.

The aim of the benchmarking trip was the more detailed review of the territory of the region and inspection of its tourist infrastructure and objects of interest in the region. The result should be promotion of the final tourist product for the target group and the tourist market in general after the project is finished.

The benchmarking trip was planned during the period of the project. The partners from the Leningrad Region are responsible for organizing and holding of meetings during the trip.

As part of the preparation for the trip the agendas of the project group meetings were made ready. The meetings of the project group were devoted to questions like the situation with the implementation of the project, the results of the «Tourist Profile» marketing research, the future existence of the project, development of tourist routes within the project.



Key topics of the meetings:

- 1) General information about the « Travel corridor. St. Petersburg – Saimaa» cross-border project.
- 2) Development of sports tourism, golf tourism and yacht tourism.
- 3) Are tourists interested in going to the Leningrad region after visiting St. Petersburg?
- 4) Getting visas for visiting St. Petersburg (ordinary and e-visa).

Results of the meeting:

- exchanging contacts,
- Agreement on further development of cooperation,
- Discussion of opinions and plans of partners on future development of tourist routes within the project.

Description of locations:

The «Maryino» Manor» palace and park ensemble:

The nobility manor with English garden and Russian history. There's no other place of this kind on the territory of St. Petersburg and the Leningrad Region. It is suitable for one-day trips as well as for longer trips that include accommodation and recreation. Tickets are required to enter the park. Working hours: from 10:00 am to 08:00 pm.

The park occupies the territory of 15 ha. Objects on the territory of the park: the «Maryino» Manor, The Stone bridge, the Cascade, the Big pond, the Cookery pond, the Gothic tower, the Rotunda, the Well grotto, the Chinese pavilion, the Chinese bridge with gates, the Small pond, the Tosno river, the Red (Chain) Bridge with griffins. There's also a farm (horses, ostriches, greyhounds and alpacas), an aviary, stables, the Museum Carriage pavilion, an enclosure with peacocks, a marble pergola, the Cupid and Psyche statue, a fountain, a boathouse, an exhibition hall of the manor and so on.

Guest rooms (hotel suits): Chinese room, the Basket room, the Hermitage room, the Egyptian hall, the Moroccan room, the Gothic room, the Quince room, the Landscape room, the French room, the Eastern room, the Queen of Spades room, the Irises room, the Rotunda room, the Mirror room, the English room. Rooms:



twin rooms, triple room, honeymoon rooms and other. Restaurant: the Hunting hall.

Entertainment: horse ride walks: horseback, sledge or carriage, photo sessions in historical clothing, with greyhounds, boating, skidoo driving, sleighing, snow tubing, skiing, biking, street festivals, music saloons, planting your own tree in the manor, fireworks, tee-party in the Exhibition hall and so on.

Wedding services: rental of the XIX century wedding carriage, marquee rental, professional photo session on the territory of the manor, Pergola (marble arch on the banks of the Big pond) for wedding registration, festive firework, banquet menu, flower arrangement service, theatrical wedding registration, transfer, boating and others.

Festivals: George's day in winter, Mara's Night, the Gigant Snales festival, Rose festival, the Kupala Night, Lilac Day, Pancake Week, Epiphany day and other.

Contact Information:

INFORMATION, ENTRANCE TICKETS, ROOM AND EXCURSION
BOOKING:

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ACCOUNTING DEPARTMENT:

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COMMENTS AND SUGGESTIONS:

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ONLINE STORE:

+7-921-349-51-51 (+WhatsApp; Telegram); maryino.market@yandex.ru

Partners of the manor: «Tari Tour» travel company, Tourist Information Centre of Leningrad Region.

Website: <https://usadbamaryino.ru/>

Similar places: «Yelizavetino» manor in the Leningrad Region, the Dylitsy village; the V. Kochubej's manor in the town of Pushkin (4, Radisheva street).

Maps:

VII РОССИЙСКАЯ НАЦИОНАЛЬНАЯ ПРЕМИЯ ПО ЛАНДШАФТНОЙ АРХИТЕКТУРЕ



**Усадьба Марьино:
возрождение
культурного наследия**



После 2008 года в усадьбе Марьино ведутся масштабные ландшафтные работы: проведена расчистка территории, восстановлены исторические и культурные объекты, благоустроены территории и озеленены. Завершены работы по созданию парка - на выделенной территории Марьино с помощью профессиональных архитекторов и ландшафтных дизайнеров. В 2010 году были восстановлены деревянные сооружения: мост, 1944 года. Восточный мост через реку. Территория благоустроена: созданы исторические и культурные объекты, восстановлены исторические здания и хозяйственные постройки. Как и в бывшем имении Марьино, усадьба должна быть целостной архитектурой для проекта, сохраняющей архитектурный и исторический облик, который дает возможность увидеть историю и историю семьи, которая жила в 19-м веке. Восстановлены исторические объекты: мост, 1944 года.

Восстановление исторического ландшафта и малых архитектурных форм в границах охранной зоны дворцово-паркового ансамбля под Санкт-Петербургом «Усадьба Марьино»

Историко-культурный опорный план территории, расположенной по адресу: Ленинградская область, Юсненский район, деревня Алдыново





Водонапорная башня



Терраса и фонтан



Японские пруды



Цветочная поляна



Огражденная территория за домом



Козловский мост и крепость



Сибирский парк



Берег Лукьяновского озера



Красивый мост



Ротонда



Сибирский парк



Сибирский парк



Кутайевский угодок



Гробовики



Остатки стены от музея в Центральном дворце



Посады куликов



Средний проспект



Слава Воинской славы

Историко-культурный опорный план территории, расположенной по адресу: Ленинградская область, Юсненский район, деревня Алдыново

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УСАДЬБА МАРЬИНО: ВОЗРОЖДЕНИЕ КУЛЬТУРНОГО НАСЛЕДИЯ



Средний проспект



По Среднему проспекту – одному из трех проспектов-лучей, отходящих от дворца – к юго-востоку Марино издавна до Жировского парка, который находится в семи километрах от усадьбы. Сегодня проспект вновь становится центральным в саду, дорожки и Старом парке. 7 мая 2015 года в ознаменование празднования победы в Великой Отечественной войне на Среднем проспекте состоялась закладка памятного камня и парка Воинской славы.

Японские пруды

Был задуман этот водоем как место для отдыха и прогулок. Эстетическая обстановка была соответствующей. Сейчас, благодаря стараниям усадьбы Марино, здесь строится Японские пруды, где планируется устроить малые места для рыбалки.



Водная феерия



The Gorki Golf & Resort complex

The golf course of the Gorki Golf & Resort complex is the first professional 18-hole champion course in the North-West of Russia. Every year it hosts various tournaments and championships on the federal and international level, and the newcomers learn in the Golf Academy under the supervision of experienced golf professionals. The distinctive feature of the resort is the unlimited golf-playing option.

The main idea of the Gorki Golf & Resort golf course is remaining faithful to the historical traditions of Scottish golf-architecture. This is classical par-72 Island Licks golf course 6 505 meter in length. The architect of the field is Lassi Pekka Tilander.

The Gorki Golf & Resort complex has got all the necessary for those who just learn to play golf: the Academy is equipped with large training field around 300 meter in length for practicing long dives (driving range), two short-game zones (chipping green & putting green) and a replica of a real 3-hole field for practicing full game cycle before playing on the professional field.



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and the Republic of Finland.*

The first golf resort on the territory of the Leningrad region - the Gorki Golf & Resort complex has got a hotel, opened for both golf enthusiasts and common tourists, wishing to have rest in the atmosphere of calm, privacy and exclusiveness. The hotel room capacity includes 26 STANDARD rooms, 4 FAMILY rooms, 2 family rooms in JUNIOR SUITE category with living room and bed room, as well as two SUITE rooms.

The interior of the hotel reflects the general concept of the golf-resort. ECO-friendliness is in everything: in recreation, interactions, in the idea of spending your time out-of-doors. Elegant interiors, based on natural fine wood of light colors correspond with minimalistic Scandinavian style of 60's that has become popular among modern designers.

The hotel is also perfectly suited for outdoor events that have nothing to do with sports and playing golf. The large conference hall for major events and large business groups can take up to 120 people at a time. The conference hall has got all the necessary modern equipment for making presentations and reports. It has also got access to the panoramic terrace on the roof with the view on the golf course, where guest can continue their conversation.

The resort services: ice-skating, skiing, sleighing and snow tubing, Finnish sauna, mini-golf, fishing biking, football playing, volleyball and tennis.

The agronomical conference-hall can be easily transformed into the space for coffee-breaks and wine-and-brine sessions. The opened panoramic terraces on the first and second floors are also available for banquets.

There are 8 comfortable panoramic cottages on the territory of the golf-club with general capacity of up to 40 people at one time. There's also a spa-complex available for hotel guests.

Wedding services: wedding with the view of the golf-club, chimney hall for 80 people, the Upper hall for 60 people, terrace for 100-150 people, and the French marquee for 200 people.

Contact information:

Hotel and cottage accommodation:

+7 812 318 09 90 add. Num. 101

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reservation@gorkigolf.ru

Working hours of golf-club and the Academy, booking of training and tea-party:

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Olesya Radchenko, Head of tourism department

Web-site: <https://www.gorkigolf.ru/>

Similar places: Peterhof golf-club; Strawberry fields golf-club and club-village in the Kukushkino village in the Lomonosovsky Region of the Leningrad region; The Mill Creek multifunctional complex in the town of Vsevolozhsk.

Golf tourist profile (European tourists)

Golf tourist in general:

- have higher social and financial background;
- belong to a high income group;
- find luxury important;
- are slightly conservative in nature;
- frequently travel in pairs or in company of friends;

Preferences:

Golf sportsmen from Great Britain (74%) and Sweden (72%) – local bars and restaurants;

Golf sportsmen from Germany (41%) and France (40%) – spa facilities

Travel budget:

Germany – 2041 €, 6-7 day trip; France - 1777€, 5-6 day trip;

Sweden - 1080€, 6-7 day trip;

Tourist profile:

66% man

25% women

9% junior golf players (under 18 years)

International tourist market

The market with 32 billion \$ turnover

European golf-market – 4,4 billion € per year

In 2008 there were 59 million golf players worldwide, of these 10% travel and play golf annually.

Golf geography

USA – more than 50% of total amount, around 30 million.

Europe – around 9 million.

Japan – around 9 million.

International golf tourism

Largest golf-playing countries

	Country	Number of golf courses	Number of golfers, 1000 people	Ratio of the number of courses to the world total, %
1	USA	17.000	27.000	50.0
2	Japan	2.350	9.000	7.0
3	Canada	2.300	1.500	7.0
4	England	1.867	750	5.0
5	Australia	1.500	-	4.0
6	Germany	716	624	2.0
7	France	579	418	2.0
8	Scotland	541	230	1.0
9	China	500	-	1.0
10	Sweden	436	491	1.0
	World total	35.112	56.000	100.0



Map:



HOLES

- | | | |
|----------|-----------|-----------|
| 1. Par 5 | 6. Par 4 | 11. Par 3 |
| 2. Par 4 | 7. Par 5 | 12. Par 4 |
| 3. Par 4 | 8. Par 3 | 13. Par 4 |
| 4. Par 4 | 9. Par 4 | 14. Par 5 |
| 5. Par 3 | 10. Par 5 | 15. Par 3 |

INFRASTRUCTURE

- | | |
|-------------------|------------------------|
| 1. Club House | 5. Parking |
| 2. Putting green | 6. Tennis courts |
| 3. Chipping green | 7. Sports ground |
| 4. Training holes | 8. Security checkpoint |

Putting green — training golf course for practicing rolling hits on green.

Chipping green – training zone with shortly trimmed grass and holes for practicing short hits (chips) within 20 meters from putting green and medium hit distance (pitch).

Driving range — training field, where golfers can practice their technique.



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Photo report:

