

SUSTAINABILITY REPORT 2021



ROSA  **KHUTOR**





CONTENTS

Introduction	7
Great Experience.....	14
Caring for Nature	28
Partnership and Cooperation.....	34
Commitment to Future Generation	46
Historical Legacy.....	58
Energy Efficiency	66
Waste Management.....	72



ГОРНАЯ



ХУТОР



ГОРНАЯ
— soap workshop —

ГОРНАЯ
— мыловарня —

ГОРНАЯ
soap workshop



This edition of Rosa Khutor Resort's Sustainability Report was published in 2021 and continues the tradition on disclosing data on Rosa Khutor Resort's operation, its results, and conditions under which it operates, set up back in 2019 when a similar report was first published.

The timeline below covers the whole period of sustainable development of Rosa Khutor Resort, which passed a ten years' milestone of ongoing business in 2020. With that having been said the main focus is on the description of the actual status of Rosa Khutor Resort in which it greeted its guests during 2020-2021' winter season and the summer season of 2021.

From the geography point the data provided hereby cover the territory occupied by the complex of travel industry facilities unified under Rosa Khutor Resort brand.

The data included herein are systemized according to the Program for Sustainable Development of Rosa Khutor Resort which was made public in February 2018 in a detailed form for the period up to 2020. In this respect the Report contains information on accomplishments made while implementing Program for Sustainable Development of Rosa Khutor Resort in its 2018 edition, as well as data on other similar and/or related accomplishments made due to the endeavours of Rosa Khutor Resort's team during the implementation of the said Sustainable Development Program.

The team prepared the fundamental data set and the main text hereof on its own, while editing, lay-out and the issue's design were made by third-party contractors.

In-house figures of Rosa Khutor Resort which had been provided by its business and operations units served as the source of information for this Report. The data which was included herein and their sources didn't undergo any audit, verification or attestation by any third-party contractors.

The authors hereof were inspired (but not guided) by Global Reporting Initiative (GRI) 100 Series international standards of sustainability reporting.

You may find a Russian language e-publication hereof on the official web-page of Rosa Khutor Resort at: www.rosakhutor.com.



ПОСА ХУТОР

34

ПОСА ХУТОР



Sergey Bachin

Chairman of the Board
of Directors

I'm grateful for your interest for Rosa Khutor Resort's work. This issue being the second one in row will give you lots of interesting facts on how the largest Russian all-year mountain resort operates.

In 2020 we overcame a difficult crisis together, but the same year saw us celebrating a decade since we've started operations – on December 15, 2010 we opened the cableway and pistes for our guests for the first time.

It is gratifying that at the beginning of the jubilee winter season of 2020-2021 we launched "Veronika", a new, already a thirtieth one, state-of-the-art cableway, which has become a decoration of the southern slope of Aibga ridge that our guests love so much.

Rosa Khutor Resort's team maintains seamless operations of the popular, and constantly developing year-round mountain resort which has been indisputably recognized as our country's best.

And since we have the honor to work for the joy of people by opening affordable, comfortable and safe gateway to the world of mountain tourism for many guests from all parts of Russia, the only thing to do is to act responsibly and skillfully.

This report is dedicated to our team – the people who work hard to create a comfortable and safe space for recreation, sports and healthy lifestyles in a unique place in Russia, which Rosa Khutor Resort well deserves to be.



Aleksandr Belokobylskiy

CEO

I got to know these mountains long before all those state-of-the-art lifts, pistes, hotels, transportation and utility infrastructures. Back then Krasnaya Polyana already stood out on the map of nationwide tourist trails.

Today, we draw on the enormous legacy of Sochi 2014 and revive and develop the tradition of active and nature tourism in a modern way, revealing the potential of the Caucasian Black Sea coast for travelers from all over our country and from abroad.

Our guests' appreciation for mountains and their desire to return are the greatest evidence of our work's success.

In summer heat and in winter snowstorms, day and night, we solve plethora of tasks to ensure that once they are at Rosa Khutor Resort the guests would be delighted, happy and satisfied and could find distraction from their troubles, gain vivid impressions and new strength, and return home well-rested.

This is why we offer a smooth infrastructure, impeccable service, unique atmosphere and a wide range of opportunities to spend time at the mountains to one's delight and benefit.

This report tells the story of huge and frequently unseen work which makes mountain travels available, healthy, comfortable, and safe.



20 000
visitors per day,
recreational potential

2013–2020
Russia's best ski resort,
World Ski Awards

Largest sports
venue of
"Sochi-2014"
30 Awards
in **15** sports

2020–2021
Travellers'
Choice

> 910 000 visitors during
winter 2020/2021

winter season
140 days
a year

2011–2021
ten years of seamless
operation

a single ski-pass
for other Krasnaya
Polyana resorts

1600–1800 ^{mm}
of annual rainfall
in Mzymta valley

> 850 000 visitors during
summer 2020

2 snow parks

19 nature tourism
and excursion routes

1350 _m of alpine coaster
tracks (~40 km/h)

1569 _m of altitude difference
between the extreme
points of the ski slopes

33 _{km} from Kamenniy Stolb peak
(2509 m.) to the Black Sea coast

560–2509 _m above sea

100 _{km} of mountain
trails

52 pistes
in total

32 chairlifts

> 105 _{km} total mileage
of pistes

29 _{km} of cableways

> 23 _{km} of delimiter nets
and tapes

> 6000 signs for
pistes marking

> 200 views
during journey

7 waterfalls in
Mendelikha
waterfall park

77 _m height of Sochi's
biggest waterfall,
"Zolotoy"
(Waterfall park)

2989 rooms
in **24** hotels

> 967 species
of plants

4700 _{m³} of technically
produced snow
per hour

4,5 _m average snow
depth on Aibga
Ridge in February-March

404 snow
cannons

1050 _m the height of the
location of Rosa
Wake Park

> 21 _t of recyclables are
stocked up on average
monthly

~200 businesses
operating
at the Resort

About Rosa Khutor Resort Sustainable Development Program

Rosa Khutor Resort was one of the first members of Russian tourism industry and the first Russian mountain resort to disclose its sustainable development strategy and action plan.

The sustainable development strategy and the mid-range action plan of Rosa Khutor Resort developed with support of Interros Company were made public in 2018.

The first edition of the Rosa Khutor Sustainable Development Program was rolled out for the period 2018–2020 and described the Resort’s mission, vision, values and sustainability priorities.

Our Mission:

- We create a comfortable and safe space for leisure, sports and wellness in a unique place of Russia, which Rosa Khutor Resort is.

Our Vision:

- Russia’s mass tourism leader
- Russia’s largest resort
- small and medium businesses’ strategic partner
- appealing employer

Our Values:

- experience – we work hard to provide our guests with unforgettable experience of mountain trips
- leadership – we strive to become the best and are aimed on improving the quality of services, guests’ satisfaction, safety and efficiency of our operations
- partnership – we succeed by teamwork, developing and supporting cooperation and mutual support spirit
- legacy – we value and cherish what we have, and we work today to ensure that the fruits of our labor serve people for a long time to come.





Seven key areas of our work

1. Great Experience

We give our guests an unforgettable positive experience of the magnificent nature of the Caucasian Black Sea coast at any time of year.

2. Caring for Nature

Views to make your head spin, clear air, dense forests and their inhabitants, clear waters of mountain streams and rivers, abundant snowfalls and breathtaking landscapes – without this we would not be ourselves, and we conserve these riches for present and future generations.

3. Partnership and Cooperation

Rosa Khutor Resort is being created by people who teamwork. The Resort's large team, multi-field experts, private entrepreneurs and big business offices, state and local authorities, non-profit organizations and scientific institutions all contribute to the overall cause of the Resort's sustainable development.

4. Commitment to Future Generation

Every year snow slopes and mountain trails of the Resort see new guests coming, including those who are still young today, but will be responsible for themselves in a few years.

We ensure that getting to know mountains is safe, comfortable, inspiring and memorable.

5. Historical Legacy

The rich and mysterious history of the Caucasian Black Sea coast, the traditions of mountain tourism, age-old forests and rocks are treasures, and we invite our guests to take the journey.

6. Energy Efficiency

Maintaining the Resort involves consumption of resources, and they aren't free neither to us nor to our Planet.

By taking steps which eliminate waste of resources we improve efficiency and reduce environmental footprint of the Resort.

7. Waste Management

Every day at the Resort produces waste, and its majority is recyclable.

We do not want secondary raw materials generated in the Resort to end up in landfills, so we collect and recycle them.

By the time of publication hereof, the period covered by the first edition of the Rosa Khutor Resort Sustainable Development Program has expired, and a new version of the Program has been prepared for publication. This Report contains data allowing summarizing the outcomes of Rosa Khutor Resort Sustainable Development Program for 2018–2021.



Great experience





Our recurrent research shows: people go to mountains to get new experience and positive vibes.

We work hard so that our guests could get unique, unforgettable and positive experience from travels across the Black Sea coast of Caucasus in Russia.

Rosa Khutor Resort opens up a comfortable, safe and accessible gateway for everyone to the exciting world of mountain tourism in our country all year round.

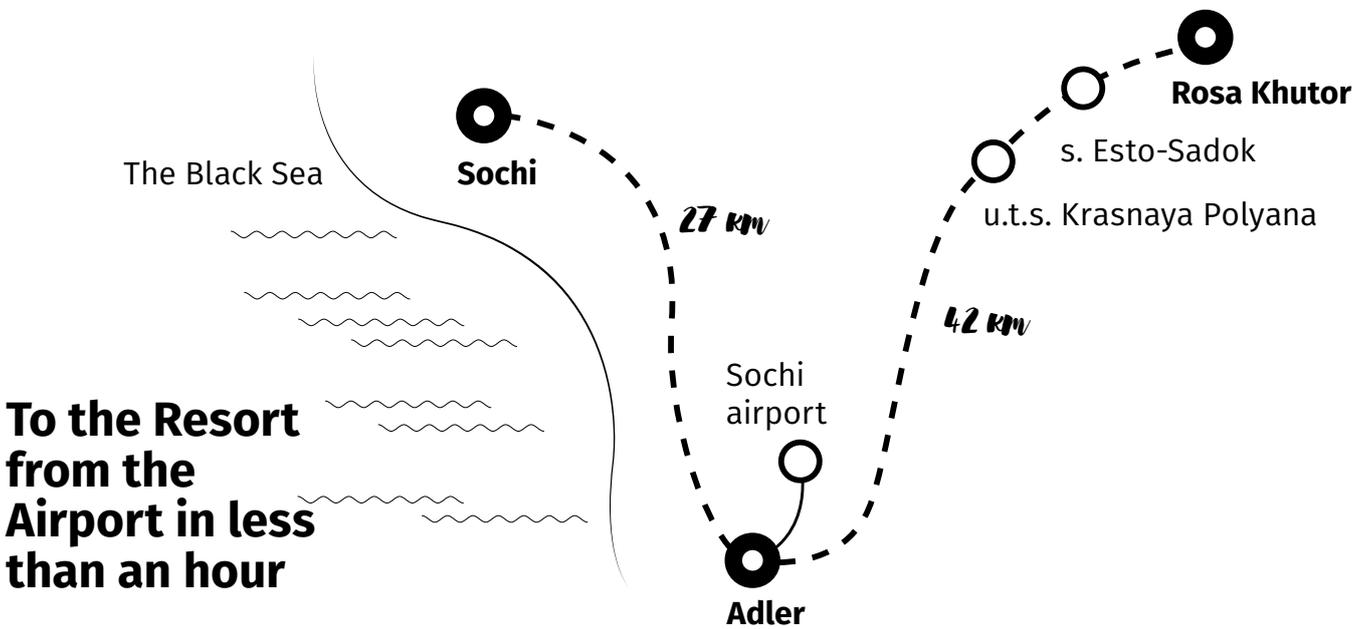
Convenient Location

Rosa Khutor Resort is located in Krasnaya Polyana alpine tourism cluster of resort city Sochi.

It takes less than an hour to reach the Resort for tourists arriving at the international airport Sochi or at the railway station Adler.

Today, this distance is covered with great comfort by road or rail, which form a single ultra-modern transport corridor created during the preparations for the 2014 Winter Games.

Resort infrastructure is deployed at the foot and on the slopes of the mountain range Aibga, which stretches south of the Main Caucasus Range between the valleys of the rivers Mzymta and Psou.





Rosa Valley (560 m. above sea level)

- a picturesque town with a promenade on both banks of the mountain river Mzymta, pacifying laidback atmosphere, and alluring views on mountain peaks surrounding the valley;
- the railhead of the railroad, the arrival point of city public transport, the stop of sightseeing buses and cabs, parking lots for private cars and car sharing;
- **7** hotels with **1423** rooms;
- the lower stations of the Olympia (to a mark of 1170 m. above sea level) and Strela (to a point of 1600 m above sea level) cableways;
- ticket offices and main information centre;
- lockers and rentals;
- first-aid station;
- main information centre;
- outdoor activities centre – starting point for hikes and excursions;
- skating rink (open in winter);
- mountain beach;
- Tropa Zdoroviya hiking outdoor activity route;
- playgrounds;
- Archaeological Museum;
- Rosa Hall multifunctional arena;
- numerous cafes and restaurants for every need and budget, bars, entertainment centres;
- stores, souvenir shops, a grocery supermarket;
- beauty parlours, entertainment centres, spas and bathing complexes;
- a small part of Rosa Valley is occupied by a special economic zone of gambling type, which has a casino within its boundaries.

24 hotels

2989 rooms



Rosa Valley
and Moya Rossiya park

560^m

above sea level

My Russia cultural and ethnographic centre (560 m. above sea level)

A fascinating space where Russia's diverse culture and distinctive traditions come together, and visitors are treated to information about the culture of Russia's peoples, discoveries, and entertainment:

- **3,3 ha** of total area;
- **11** theme buildings;
- ethnographic museums, thematic exhibitions and informative tours, master classes in folk crafts;
- **3** traditional cuisine restaurants;
- **4** hotels with **32** rooms.

Mountain Olympic Village (1100 m. above s.l.)

- a living memorial to the 2014 Sochi Winter Games, commemorated by the Olympic Rings and the central Alley of Flags;
- maximum security (included in the All-Russian register of sports facilities);
- open skies and views of the Main Caucasian Ridge;
- **13** hotels with **1534** rooms;
- **4** hotels of «ski in/ski out» category;
- bottom stations of ski elevators and end points of a number of pistes on the Northern slope of Aibga Ridge;
- alpine coaster – a high-speed downhill run in a two-person sled on an equipped trail at speeds of up to 40 km / h;
- starting point of a number of active outdoor and edutainment excursion routes;
- starting point of the 4 km. route to Verkhnee lake (with artificial snowing) (1050 m. above sea level) with:
 - Rosa Wake Park wakeboarding centre;
 - ethno-farmstead «Shishin Dvor» with a goat farm, a cheese dairy and an apiary;
 - Husky Khutor with its photogenic furry inhabitants;
 - ski and snowboarding schools;
 - lockers and rentals;
 - first-aid station;
 - ticket offices and information centre;
 - numerous restaurants, cafes, shops and bars;
 - outdoor heated water swimming pools;
 - sports grounds;
 - craft shops;
 - souvenir shops with natural cosmetics and other locally produced goods.

Kamenniy Stolb peak

2509_m
above sea level

Alpine Olympic village

1100_m
above sea level

Rosa peak

2320_m
above sea level

Mendelikha waterfall park

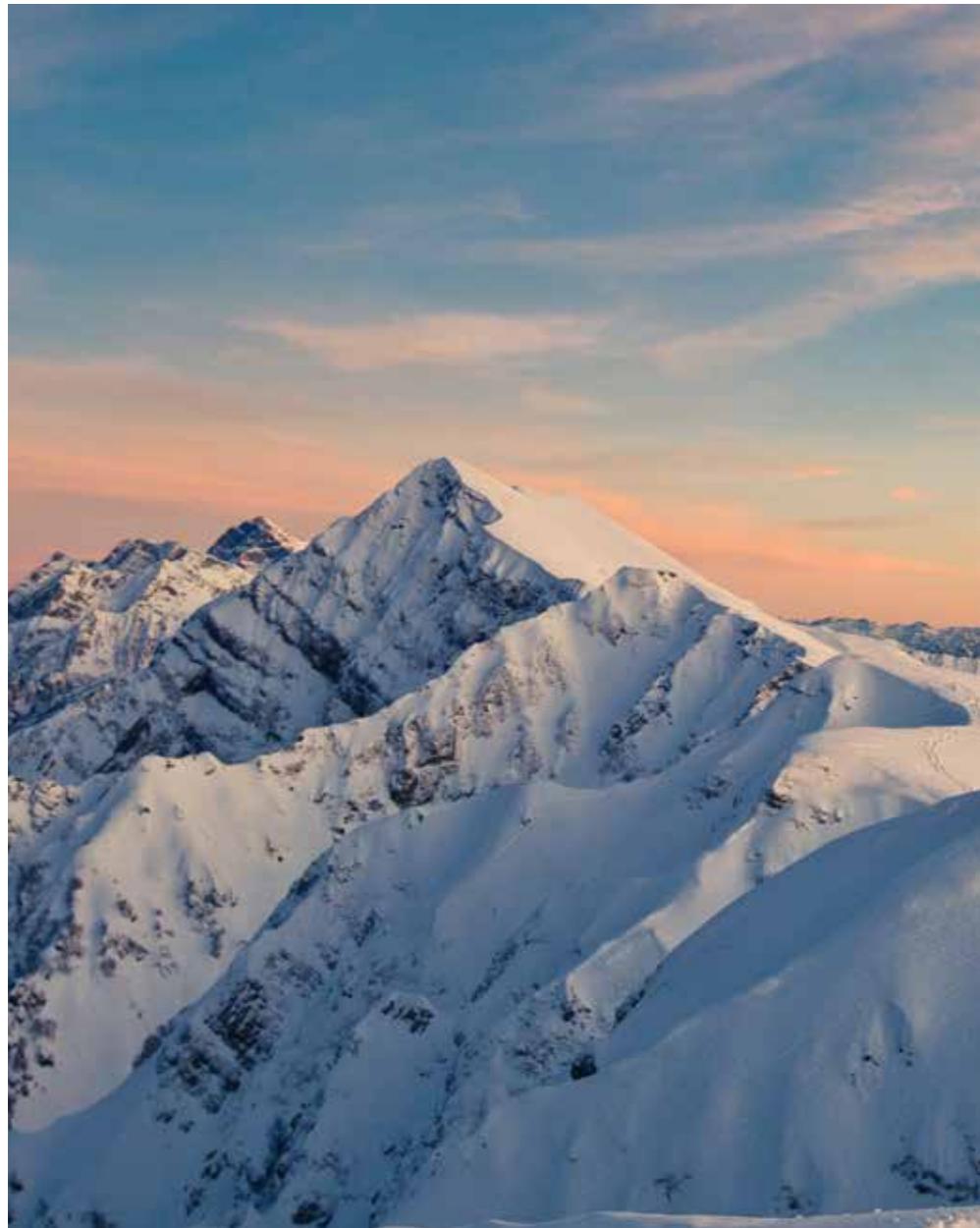
1470_m
above sea level





Rosa Peak (2320 m. above s.l.)

- sky deck with a 360o view of all the major peaks of the southern tip of the Western Caucasus, the mountain ranges of neighboring Abkhazia and the nearby Black Sea;
- starting point of the pistes' descent of the northern and southern slopes of the Aibga ridge;
- starting point of the most vivid adventure travel routes;
- top station of Edelweiss chair lift cableway, which takes tourists to the Mendelikha Waterfall Park with seven waterfalls , including Zolotoy Waterfall (77 m., this the biggest in Sochi) in summer time;
- Vysota 2320 restaurant with a cuisine based on local products;
- unforgettable romantic sunsets in summer and crisp fresh velvet sunrises in winter.



The Largest and the Best Ski Resort in Russia



The Rosa Khutor ski resort («The Mountain» (Gora) in common parlance) is the main factor of the Resort's development, a key component of the tourist experience of our winter guests and the main concern of a large part of our team all year round.

Ski resort complex employs over **700** people working 24/7 in the winter season.

During winter more than **900 000** people climb the slopes of Rosa Khutor annually, and at peak season there are more than **10 000** skiers and snowboarders on the mountain.

Rosa Khutor has a well-deserved recognition as the best ski resort in Russia (World Ski Awards 2013-2020).



52 total number of pistes

The Rosa Khutor ski resort is the largest in Russia, and its characteristics are impressive:

- **30 km** in a straight line from the Black Sea coast;
- location on both slopes of the extended Aibga mountain range;
- the skiing area covers peaks in the range from 940 m. (Northern slope) and from 1470 m. (Southern slope) to 2460 m. above sea level.

32 lifts

32 lifts with a total capacity of > 40 000 people per hour:

- **8** gondola cableways;
- **11** chairlifts;
- **5** unsupported cableways;
- **2** rope tows;
- **6** travolators.

105 km of total length of pistes

52 groomed ski slopes with a total length of 105 km and cumulative height difference of more than 19 km:

- **10** for beginners (green) with a total length of **18,6 km**,
- **17** low complexity (blue) with a total length of **40,1 km**,
- **17** medium complexity (blue) with a total length of **29,9 km**,
- **8** high complexity (black) with a total length of **16,4 km**

220 ha of groomed pistes daily

2 snow parks with total area of more than 116 000 m²:

- The lost-in-the-woods Stash-park with a unique natural terrain, offering **3** lines of varying difficulty with a total length of **1200m** with **23** wooden figures and additional figures made of snow;
- regular Rosa Snowpark with two rope tows and three lines of figures of varying complexity with a total length of **900 m**

>40 000
Total capacity ppl/h

Europe's largest artificial snow system:

- **2** artificial lakes with a volume of **153 000 m³**
- **5** pumping stations that pressurize the system to **60** atmospheres;
- **> 50 km** of pipelines;
- **404** snow cannons, including **382** fixed and **22** mobile.

>116 000 m²
Total area of snow parks

37 snowcats:

- **29** of which are operated in the season, and the rest form the reserve;
- **220 ha** of daily groomed pistes.

$$68\% + 42\% = 140 \text{ days}$$

routes above 1500 m above sea level and mostly north-oriented

pistes covered by artificial snow system

of skiing season

A powerful avalanche protection system, including:

- **9** automatic weather stations;
- **4** snow dams;
- **3** avalanche protection tunnels;
- avalanche protection nets and drags, anti-slip structures, snow-retaining fences;
- **> 60** Gazex avalanche protection systems, Snow Arrow avalanche protection system, as well as a stock of hand and throwing charges,
- which are used every season to carry out the necessary preventive forced descent with a total volume of more than **1 000 000 m³**.



Sergey Chernov

Deputy to CEO,
Mountain operations

Rosa Khutor Ski Complex is operated by people who are passionate about mountains and their business. We keep raising the bar of requirements toward pistes' and slopes' quality.

Every day the same passion drives travelers here – the mountains are calling. We need to give the tourists access and support, and they need to get and take home the maximum of positive emotions.

Thus safety becomes the common point of effort for both the team of the Mountain and the tourists. High-tech infrastructure and professionalism of our team are dedicated to this cause. Tourists need to be careful and remember that the mountains are beautiful, but people are responsible for themselves and those around them.





Infrastructure and Services:

The infrastructure and services of the Resort, which provide comfort and help tourists save time and energy for skiing and winter holidays in the snowy mountains, are just like large-scale ski resort Rosa Khutor:

- **8** own rental stations **+1** under business partner's management;
- a carefully selected collection of equipment for beginners and children, as well as for advanced riders;
- an opportunity to be fully equipped, renting not only boots and skis or a board, but also a full set of membrane clothing, gloves, a helmet and a mask;
- **3500** lockers including those with dryers;
- locker and dryer rooms for equipment in the Resort's hotels;
- **2** ski equipment preparation and repair stations, performing work of any complexity;
- shuttles from Rosa Valley and Mountain Olympic Village hotels to the lower stations of the cable way;
- free shuttle service for guests of Krasnaya Polyana and Estosadok hotels, which transports guests to and from the Resort;
- a skating rink with the highest quality ice for amateurs and pros;
- dog sledding, tobogganing, tubing;
- wellness relaxation in a hot heated sauna or in a heated open-air pool.



A single ski-pass

Together with other mountain resorts of Krasnaya Polyana alpine tourism cluster Rosa Khutor (alpine tourism centre «Gazprom» (and Krasnaya Polyana resort) are united by an agreement to introduce a single ski pass.

A single ski pass opens up the opportunity of skiing on the pistes of all three resorts, with the total length of **180 km**:

- Rosa Khutor – **105 km**;
- ATC «Gazprom» (Alpika and Laura segments) – **45 km**;
- Krasnaya Polyana – **30 km**.



Every day throughout the winter season a free shuttle service runs between the resorts at half-hour intervals.

Travelers enjoy the convenience of using the services of all ski resorts, including equipment rentals, instructor schools, restaurants, cafes, and additional services.

Single ski passes can be purchased at any of the resorts by choosing one of several tariffs.

180 km

total length of pistes of the whole cluster

105 km

Rosa Khutor

45 km

ATC Gazprom (Alpika and Laura segments)

30 km

Krasnaya Polyana





Yuriy Kolobov

First Deputy to CEO –
Executive director

The mountains are the best place to re-energize, reload, and spend time outdoors. Our focus is on healthy and active recreation for the whole family. And while, as we often say here, the main market expert in winter is the snow, it is our duty to offer guests an affordable, comfortable and safe time in the mountains in summer. Thus tourists may choose the kind of vacation that is preferable for them. One will spend the whole day actively walking and collecting beauty and the other would prefer to immerse themselves in serene peace and distraction from the hustle and bustle. We work to ensure that each of our guests returns home with bags full of the best memories of their mountain trips.

40 km of the main route
6 glamping sites

All-season alpine resort

Rosa Khutor Resort has been all-season since 2013. Every year we increase opportunities of organized, safe and comfortable alpine tourism for our guests.

Regular research of expectations and collection of guests' feedback shows that first and foremost tourists come to us to meet the majestic nature, enjoy the views, atmosphere and serene peace of the mountains.

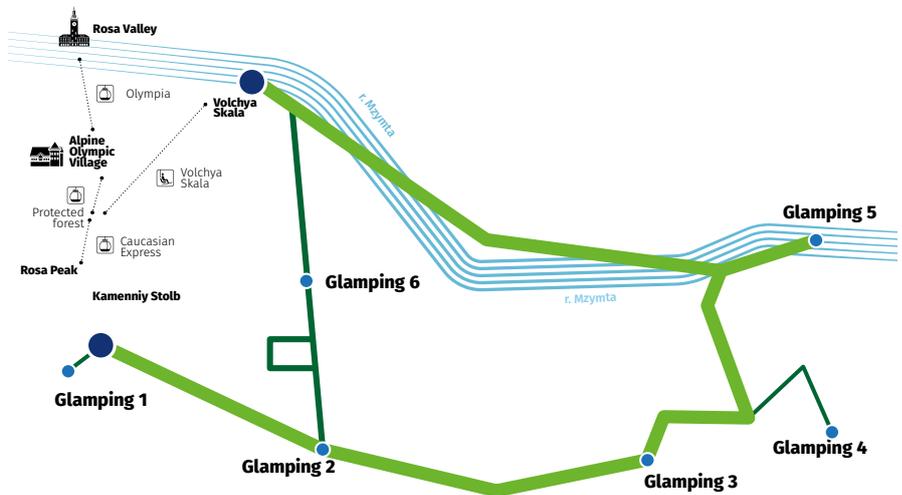
The demand for adventure and hiking alpine trails is growing along with the audience of travelers who love nature and strive for an active healthy lifestyle.

At the same time, travelers demand affordable and quality service, count on a comfortable infrastructure and look for opportunities to enjoy their travel time. We work to meet those expectations.

Rosa Khutor supports the government's commitment to sustainable development of tourism in specially protected natural areas, reflected in Ecology national project (the development was initiated by Presidential Decree No. 474 dated July 21, 2020 «On the national development goals of the Russian Federation for the period up to 2030»).

We implement a systematic approach to the sustainable development of natural recreation and adventure travel on the territory of the Sochi National Park, Sochi State Reserve and the Caucasian State Nature Biosphere Reserve, whose boundaries converge in the Mzymta valley occupied by Krasnaya Polyana alpine tourism cluster.

Rosa Khutor together with the management of specially protected natural areas of federal importance is recreating a unified network of travel routes equipped with infrastructure for comfortable and safe travel to natural landmarks.



- The Rosa Khutor team is implementing a large-scale project to create infrastructure for adventure travel and natural recreation on the territory of the Sochi National Park and Sochi State Reserve adjacent to the borders of the Resort:
- Bolshoe Koltso (the Great Ring) is the main route of total length of **40 km**;
- **6** glamping sites of varying capacity and comfort levels are a day's hike away from each other;
- related infrastructure and services (logistics, supply, food, sanitation, security, etc.).

Summer at Rosa Khutor Resort:

- qualified guides of the Resort accompany travelers on adventure travel edutainment trails;
- cable ways take tourists to sky decks on the crest of Aibga Ridge, as well as to the Mendelikha waterfall park;
- all Resort hotels in Rosa Valley and Alpine Olympic Village are open;
- all retail businesses are open too: cafes, restaurants, stores, and summer terraces decorate the embankment of Rosa Valley and the streets of the Alpine Olympic Village;
- The signature Black Sea beach in the Olympic Park, whose cleanliness is recognized by the prestigious Blue Flag mark from the Federation for Environmental Education (FEE). The Resort organizes transfers to and from the beach;
- Rosa Wake Park on the Verkhnee lake of artificial snowing (1050 m. above sea level) equipped with two reversible winches and four trick shapes, offering water and beach activities: wakeboarding, wakefoil, frisbee, sup-surfing, beach volleyball and beach tennis;
- Yeti Park – the highest mountain family amusement park in Russia, inviting visitors to test their strength in a grand forest rope labyrinth;
- alpine coaster with an exciting downhill run on an equipped sled track, with handbrakes, speed and collision control, and automatic ascent to the start point;
- rental of electric and traditional bicycles, scooters and other equipment, as well as trekking shoes and poles, and hiking backpacks and plaid;
- archaeological museum with an interactive exhibition;
- Eagle Flight trolley slide, summer tubing, sports grounds, trampoline arena, work-outs and play sports and many other options for having fun and healthy time.



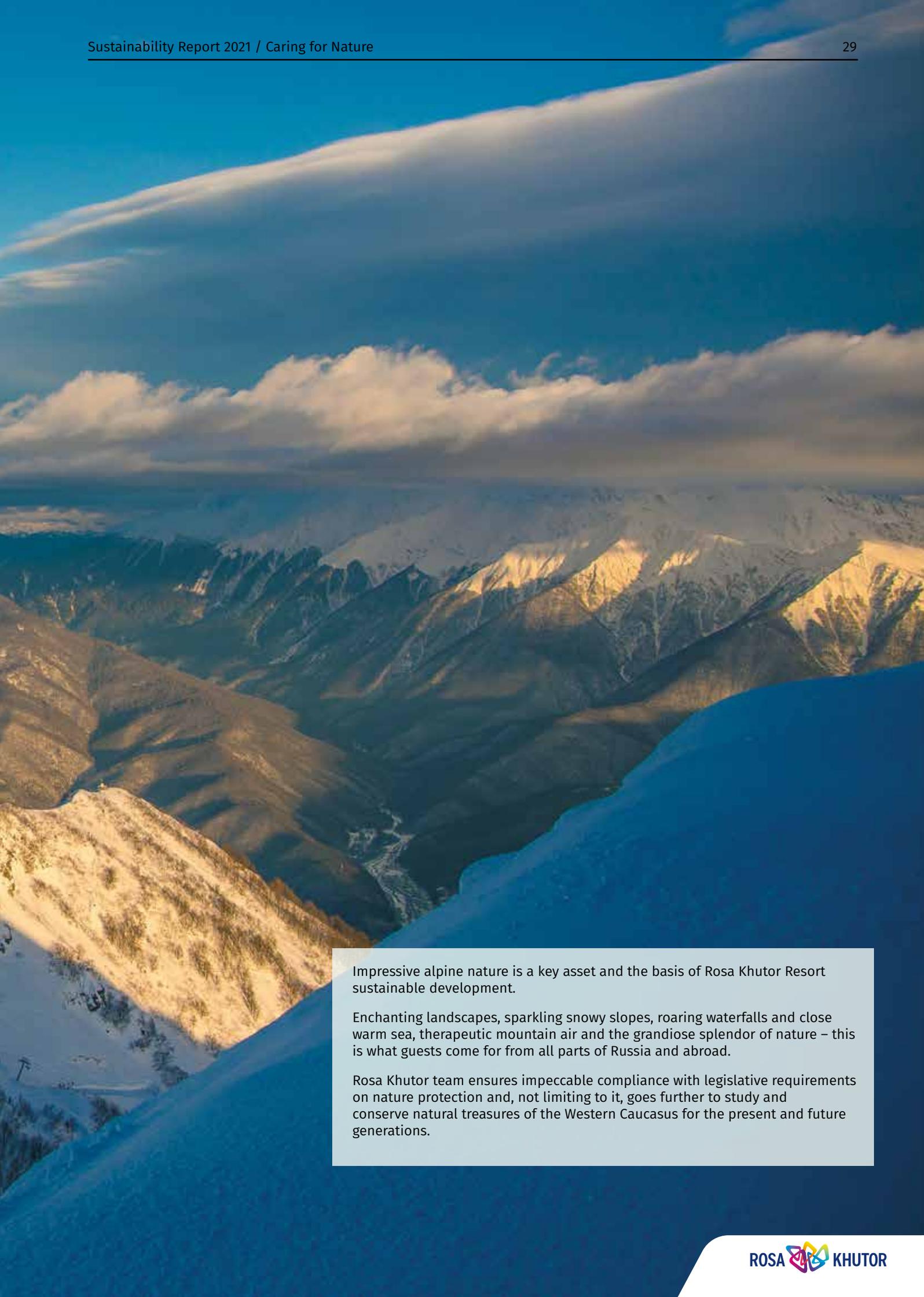


In the summer of 2021 Rosa Khutor offers 19 edutainment adventure travel routes with the length of 100 km:

- «Tropa Zdorovya» – an equipped terrain cure on the forest slope of the right bank of the Mzymta river with three circular routes, open to all visitors of Rosa Valley;
- Mendelikha Waterfall Park in the canyon of the river of the same name on the southern slope the Aibga ridge at the altitude of **1470 m** above sea level with three circular routes to seven waterfalls, including the largest waterfall in the resort city of Sochi – Zolotoy waterfall with the height of **77 m**;
- «Lake Traverse» – a flat trail along the Northern slope of Aibga ridge from the Alpine Olympic Village to the artificial snow lakes, where Rosa Wake Park, ethno-farmstead «Shishin Dvor» and Husky Khutor are located;
- Kamenniy Stolb – a walk over the clouds on the ridge of the Aibga to the highest point of the resort (**2509 m** above sea level);
- «Yuriev Khutor» – a trail to a remote high-altitude circus, where lucky tourists get a chance to see Caucasian chamois on a hot summer day;
- «Kharginy Les» – a hike deep into the majestic beech forest to a waterfall lost in the thicket;
- «From Snowfields to Waterfalls» – an exciting hiking trail from Rosa Peak (**2320 m** above sea level) to Mendelikha waterfall park, which was opened in 2020 (**1470 m** above sea level);
- Nahkazo, a high-altitude trail along the trail from the Roza Peak along the southern slope of the ridge Aibga, opened in 2021;
- edutainment excursion routes «Backstage at the ski resort» and «Olympics at Rosa Khutor», revealing details of the successful Sochi 2014 heritage object;
- three training programs at the Rosa Khutor Alpine Academy for young guests of the Resort, who learn camping skills and how to stay safe in the wild;
- «Colonization», an ethnographic workshop for children, introducing the history of the Caucasus and the traditional way of life of its peoples;
- three science workshops for children introducing children and teenagers to the mysteries of mountain nature: «Wanderer», «Expedition» and «The Secret Life of Birds»;
- «Shepherd's Paths to the Greek Bridge» – a long traverse around the Aibga massif from the south that was opened in 2021 and leads to the Mzymta valley along the old cattle road.

Caring for nature





Impressive alpine nature is a key asset and the basis of Rosa Khutor Resort sustainable development.

Enchanting landscapes, sparkling snowy slopes, roaring waterfalls and close warm sea, therapeutic mountain air and the grandiose splendor of nature – this is what guests come for from all parts of Russia and abroad.

Rosa Khutor team ensures impeccable compliance with legislative requirements on nature protection and, not limiting to it, goes further to study and conserve natural treasures of the Western Caucasus for the present and future generations.

Rosa Khutor Alpine Resort is located in the Western Caucasus in the historical and geographical region referred to as the Caucasian Black Sea coast.

The West Caucasus stretches from the Taman Peninsula to Mount Elbrus (**5642 m**) and is a part of the more than 1,100-km-long Greater Caucasus mountain system.

The South Lateral (Peredovoy) Range divided by rivers into separate sections stretches to South along the Black Sea chain of the Main Caucasus.

One such of section is the Aibga Mountain Range. Rosa Khutor Resort spreads at its foot and on its slopes.

The Aibga Ridge extends from north-west to south-east for almost 23 km and cuts off the middle part of the river Mzymta valley from the upper course of the river Psou, which separates Russia and Abkhazia. The main part of the Aibga Ridge is the mountain massif of the same name, which overhangs picturesquely over the Resort. The highest point of the Aibga Ridge is Mount Kammeniy Stolb (**2509 m**).

The Aibga Ridge in the Rosa Khutor area contains a full profile of high-altitude landscapes intrinsic to the Western Caucasus:

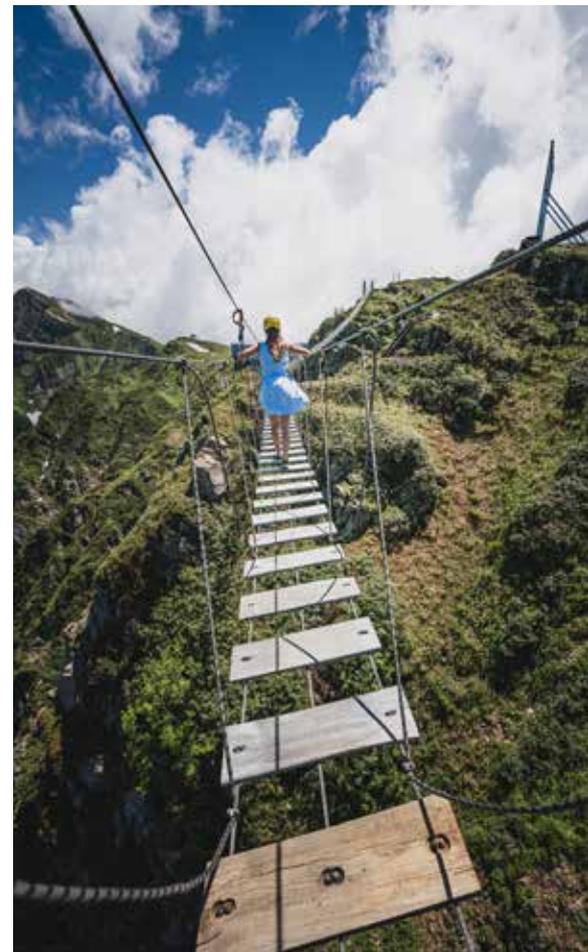
- **560–1700 m**– mountainous-forest landscape. Up to the elevation of 1100-1300 m the slopes of medium steepness are covered with mixed broad-leaved forests with a typical Colchis evergreen deciduous undergrowth. Above that point they are replaced by steep canyons, rock ledges and gorges dominated by beech-fir forests.
- **1700–2000 m**– subalpine landscape. Rocky outcrops, glacier-formed trough valleys and convex stones known as «ram foreheads», mountain cirques and moraines are frequent here.
- The vegetation is represented by subalpine beech, rowan and birch woodlands, thickets of rhododendron and juniper, and subalpine meadows.
- **2000–2500 m**– alpine landscape. Stable snow cover remains here from November to June, and sometimes in the northern cirques snow would not melt until the next winter. The predominant mountains are steep and rocky slopes in reverse relief (the northern slope of Aibga) and vast meadows in upright relief (the southern slope). Alpine vegetation reminds of tundra vegetation: low-grass meadows, colorful spots of lichens and bright floral carpets – at these heights summer is short-lived.

The river Mzymta, which adorns the Rosa Valley, starts in Lake Verkhniy Kardyvach at 2472 meters above sea level. At a distance of **36 km** upstream from the Rosa Khutor Resort, the Mzymta fills up Lake Kardyvach (1,837 meters above sea level), the largest of the **25** lakes in its basin.

There is no shortage of water in the Mzymta valley, the largest river in the Black Sea coast of Russia. It collects moisture from more than five hundred tributaries, and in its upper reaches revealed **8** glaciers with a total area of **1,8 km**.

The special mild climate in the Resort is defined as a moderate mountain-marine: with clearly marked four seasons and altitudinal zonality. The average temperature in January in the Rosa Valley is about 0°C and in June it is 18-20°C, with annual precipitation of 1600-1800 mm.

The first snow in the mountains already starts in September, but the steady snow cover does not form until November-December. In winter, snowstorms and fogs are not uncommon in the mountains, and the growing snow cover brings the threat of avalanches. Heavy snowfalls are also possible in Aibga in April and May.





The winter, mild and rich in precipitation creates favorable conditions at Rosa Khutor Resort for stable snow cover formation and avalanche risk management.

It takes no more than an hour for the guests of Rosa Khutor Resort to get from Rosa Valley to the warm non-freezing Black Sea, having dropped about 560 meters of altitude on the way and having crossed from the mountain-forest landscape-climatic zone to the seaside subtropical one.

Outstanding landscape and biological diversity, coupled with special physiographic and climatic characteristics make the natural riches of Rosa Khutor Resort truly unique, and the excitement of our guests from the meeting with the nature of the Mzymta valley and the mountains surrounding it is sincere and genuine.

Black Sea coast of the Caucasus is important for conservation of biological diversity of the South of Russia. Until recently, these lands were subjected to a long and significant transformation associated with human activities, including logging, cattle grazing, and predatory animal hunting.

Due to the increasing recreational role of the forests in the context of the intensive development of Sochi resort and the inadmissibility of their use for timber harvesting and in order to preserve multiple natural and historical and archaeological monuments, as well as to preserve the only centre of relic Colchis flora in Russia, in **1983** a decision was made to establish Sochi National Park, which became the first specially protected natural area of this kind in our country.

Today the area of Sochi National Park is more than **2000 km²**. Together with the Caucasian state natural biosphere reserve adjoining its northeastern borders (created in 1924 on the place of the former Grand Ducal hunting reserve, Kubanskaya Okhota, and covers more than **3000 km²** of mountain and forest landscapes on both macro-slopes of the West-Caucasian Ridge). Sochi National Park forms a giant (in terms of area) and the largest in Europe natural territory with a special protection regime, aimed at the conservation of natural complexes and historical and cultural monuments, the study of nature and environmental education, the creation of conditions for the development of tourism and recreation.

The entire mountain-tourist cluster of Sochi, including Rosa Khutor Resort, hardly covers **1%** of the territory of Sochi National Park and is completely lost against the background of the monumental scale of the Western Caucasus protected areas.

Nevertheless, it is justified that the planning and coordinated implementation of environmental programs undoubtedly require special focus, uniting the efforts of the environmental and tourist community, also linking the tasks of development of mountain tourism with the goals of conservation of natural diversity in this beautiful place of Russia.

Rosa Khutor Resort contributes to this great work.



Monitoring and Conservation of Natural Diversity

Since 2006, Rosa Khutor Resort has supported the practice of using the Aibga Ridge as a research station for Sochi National Park, strengthening the research tradition, founded in the late 19th century by Nikolai Mikhailovich Albov, an outstanding botanist and discoverer of the Western Caucasian nature, and continued by his numerous and brilliant followers.

Annual studies organized by scientists of Sochi National Park with the support of the Resort cover the entire ridge from foot to crest and serve to form an assessment of trends in the development of natural complexes and their components both in areas of recreational activity with its anthropogenic pressures, and in adjacent areas.

The Resort also carries out independent work to study and support the welfare of wild animals inhabiting the territory and vicinity of the resort. For this purpose, a network of feeding stations and salt-bearing rocks is deployed, which are a must among ungulates. We place camera traps at feeding stations and along animal migration routes, obtaining data on the species diversity of animals, sex and age composition of their populations, behavior and habits of animals with their help.

Photo traps on the territory of the Resort snap noble Caucasian deer, Caucasian chamois, roe deer, wild boars, bears, jackals, foxes, martens, badgers and raccoons.

The Aibga Ridge area in the Rosa Khutor Resort is home to a stable group of Caucasian chamois, whose total number exceeds **40** specimens. Free from risks of becoming a poacher's prey in the Resort under our care, the curious chamois are becoming more tolerant of human presence each year and more often allow tourists to admire themselves from a safe distance.

Any construction or excavation work at Rosa Khutor is always preceded by a number of measures aimed at protecting rare and specially protected plants and animals. These measures are carried out by the Resort team under strict control of the state environmental services and the Sochi National Park Directorate.

The most vulnerable are rare herbaceous and bushy plants, as well as low-moving animals, mainly amphibians.

Surveys determining the species composition, habitats and number of plants and animals to be replanted or relocated are carried out before the work begins. At the same time an appropriate site located in the appropriate climate and landscape zone is identified. Subsequently, the proposed relocation of the plants and/or animals is then submitted to the regulatory agencies. Replanting of plants, capture and relocation of animals takes place only after obtaining a permit. A report on the results is also submitted to the regulatory services.

During the period of active work on the development of Rosa Khutor Resort we have planted over **57 000** specimens of rare and specially protected plants of various species, including planting of trees instead of those cut down, as well as replanting of herbaceous and bushy from the sites where the work is carried out.

During the 2018-2020 period, the Resort has provided translocation from areas of high-risk sites to preserve **6895** plant specimens of rare species included in the Red Books of the Russian Federation and/or the Krasnodar Territory.

At the same time, Rosa Khutor Resort has performed compensatory planting of **118** specimens of forest trees which are prohibited for harvesting.



Denis Ryltsev

Head of environmental service

Rosa Khutor resort is a large farm, the ecological characteristics of which require attention, control, and responsibility. We work to minimize the risk of environmental pollution, and must choose the most effective technologies, solutions and methods.

The resort is located in the bosom of mountain nature, which makes a grand impression on our guests, and on us, not least because of the opportunity to observe wild animals in their natural habitat. In order to increase these opportunities, we provide favorable conditions for our four-legged neighbors.

>40

Caucasian chamois' specimens – a stable grouping on the territory of the Resort

57 000

rare plants planted

The lenses of the cameras and photo traps on the territory of the Resort snap noble Caucasian deer, Caucasian chamois, roe deer, wild boars, bears, jackals, foxes, martens, badgers and raccoons. You can see some of the photos here.



In accordance with the requirements of forest legislation, the resort provided compensatory planting of forests to replace those cut down for linear infrastructure. For example, according to the projects coordinated by the Krasnodar Territory Ministry of Natural Resources, **22 000** specimens of forest trees of various species were planted in the specially allotted plots.

According to the plans agreed with the Federal Agency for Fisheries, the Resort ensures the implementation of measures for the conservation of aquatic biological resources. In 2018-2020, **27 426** juvenile fish produced by specialized fish farms were released into the Mzymta River and other water bodies of Krasnodar Territory. For 2021, another **66 452** specimens have been agreed and are waiting for their turn to be released.

Rosa Khutor Resort supports the environmental activities of Sochi National Park, providing regular transfers significant amounts, formed by allocating a share in the income from the sale of ski-passes to its directorate.

The Resort team is ready to expand support measures for the directorates of Sochi National Park and the Caucasian Nature Reserve in developing and implementing comprehensive programs aimed at studying and preserving the nature of the entire Krasnaya Polyana alpine tourism cluster.



Environmental Management

Rosa Khutor Resort maintains industrial environmental control. Within Rosa Khutor team this function is performed by a special subdivision, the Environmental Service.

The following types of work are performed as part of operational environmental control:

- sampling and analysis of precipitation (snow/water) for possible contamination;
- chemical analysis of water composition in surface water bodies;
- sampling of soils for analysis for heavy metal contamination;
- regular radiological examinations;
- regular measurements of compliance of air emissions from heating equipment and vehicles with the standards for permissible concentrations of pollutants;
- analysis of treated rainwater runoff;
- ongoing monitoring of waste management practices in the Resort.

Partnership and Cooperation





Rosa Khutor is the largest sports facility of the 2014 Olympic and Paralympic Winter Games. Thirty sets of medals in 15 sports disciplines were competed at the Resort, and the Alpine Olympic Village accommodated 2600 athletes and members of sports delegations from all over the world.

Rosa Khutor Resort is an outstanding example of a successful Olympic legacy, moving steadily along the path of sustainable development and more than justifying the enormous efforts to prepare for Sochi 2014.

The infrastructure built for the Olympics after the transformational events is organically and fully integrated into the environment of the Resort, providing conditions for affordable, comfortable and safe travels to many visitors from all over Russia and from abroad.

Our work for the benefit of our compatriots and providing substantial payments to the budget system is a flawless commitment to repay the loan provided under government guarantees for the Olympic construction.

Rosa Khutor is not the only example of successful Olympic legacy. The entire Krasnaya Polyana alpine tourism cluster of the Sochi resort city which made a breakthrough in development during the preparation for the Winter Games of 2014 is another one.

At the end of 2020 Rosa Khutor Resort supported the initiative of the Sochi City Administration and became a party to a multilateral agreement between the Krasnaya Polyana cluster of alpine resort directorates and specially protected natural areas on cooperation to popularize and develop this outstanding year-round mountain tourist destination.

We develop partnerships in the travel market, forming favorable conditions for cooperation:

- > 30 travel companies;
- > 50 tour companies;
- > 500 hotels, health resorts and guest houses of the Bigger Sochi.

Hospitality Standards

We work for our guests, creating conditions for affordable, comfortable and safe mountain tourism in the Black Sea Caucasus in Russia all year round.

Rosa Khutor is a mountain resort, recognized as the best in Russia, which determines the high level of requirements for the quality of our service.

Since 2016 the Resort implements strong standards of hospitality, which determine the consistently high quality of Rosa Khutor services.

Uniform service quality requirements contained in the standards are binding both for the Rosa Khutor team and for all businesses operating at the Resort.

Key aspects of Hospitality standards:

- friendliness and professionalism;
- speed;
- safety;
- comfort and convenience;
- transparency and informativity;
- availability and one-stop-shop principles;
- guest-focus.

Ongoing implementation of Hospitality standards practice:

- we train employees: 4139 people over the period 2018-2020;
- we assign mentors to newcomers;
- we get feedback from employees, conduct internal audits;
- we give guests many ways to share comments, suggestions, and feedback.

>30 travel companies

>50 tour companies

>500 health resorts and guest houses

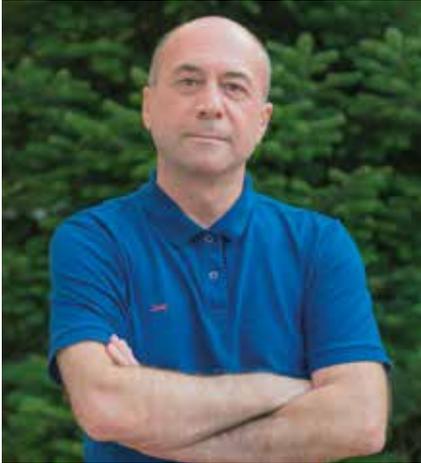


Olga Lyahova
Deputy to CEO,
Strategy and Development

We work for our guests and constantly remind ourselves of how much travelers value service.

Regardless of their preferences and hobbies, travelers strive to make the most of their being here.

The entire Resort team is dedicated to helping our guests avoid wasted time and energy, unnecessary expenses and disappointing misunderstandings.



Dmitriy Kopyov

Head of Customer Service

If you are planning to come to the Resort, I recommend dialing our free call centre number, 8-800-5000-555.

We will provide you with information to make your trip a success.

We will also answer your message, take your request through

social networks, warmly meet you at the information centre desk, we will try to find the right solutions and take care of so that your vacation will be worry-free and hassle-free.

Welcome to Rosa Khutor Resort!

Communication with Guests

Rosa Khutor is a large-scale, but an affordable and convenient alpine resort.

We help tourists:

- navigate;
- plan and organize vacations without wasting time and energy;
- learn about events taking place at the Resort;
- promptly deal with unforeseen problems.

The guests of the Resort enjoy:

- **3** information centre desks open daily from 9 a.m. (and from 7 a.m. during the high winter season) to 7 p.m.;
- 24/7 call centre;
- intercom announcements;
- screens at the ticket offices and next to the main lift stations informing about open pistes, current and forecasted weather conditions, avalanche danger;
- **2** information channels on TV screens in the rooms of the resort hotels;
- mobile application, which is being constantly improved;
- infobots in popular messengers;
- direct dialogue in social networks (total number of subscribers – **> 472 000**);
- an interactive feedback window and a channel for suggestions on how to improve the quality of service on the website;
- 24/7 telephone communication with the Rescue Service;
- all front line staff at the Resort who are always ready to respond and help;
- 24-hour call centre (about **60 000** incoming calls annually).



Rosa Khutor Team

The staff size of Rosa Khutor Resort team is > **2500** people.

Temporary hiring for seasonal (winter) strengthening of the Ski Resort operation team attracts another

> **500** people annually.

The company’s staff turnover rate (excluding temporary hires) is **8%**.

The resort team comes from **74** subjects of the Russian Federation, and the majority of employees come from Krasnodar Region and Sochi.

Year after year Rosa Khutor replenishes its staff reserve, developing a community of people interested in working at the Resort who have proven themselves well.

The resort is developing a tradition of volunteering, which has become a legacy of the Winter Games in 2014. Each year **500** to **600** volunteers join the Rosa Khutor team, eager to be on the mountain on the best day of the season with a special volunteer ski pass.

Volunteers help:

- informing guests;
- organizing boarding/drop-offs for cable cars and transfers;
- monitoring compliance with sanitary and epidemiological standards (taking temperature, controlling of personal protective equipment);
- conducting guest surveys and questionnaires;
- maintaining order in the Resort, including on the ski slopes;
- running public events.

The Resort provides conditions for the organization of student internships and jobs for minors in cooperation with the Sochi City Administration.

The Resort team is guided by a Code of Corporate Ethics, focused on the common cause of creating the best alpine resort in Russia, on guests and on the team as key values.

The Resort provides education, vocational training and certification of employees in 45 specialties. In 2018–2020:

- **1513** employees were trained in **239** programs subject to mandatory certification;
- **5610** people completed **826** training programs.

Newcomers are assigned to experienced mentors who help them successfully adapt to the Resort’s team and learn their trade.

The Resort does not limit itself to flawless compliance with labor legislation, including payment for night, holiday and weekend shifts and overtime.



Yelena Zharkova

Head of HR

The Olympic spark, whose light brought Rosa Khutor Resort into existence, still burns brightly in the heart of our team.

Long-time employees and newcomers share enthusiasm which they contribute to the work of the largest and the best alpine resort in Russia.

And happy smiles of Rosa Khutor visitors from all over Russia and abroad serve as the best proof that this work is not done in vain.

Appreciate the guests, be the best, do not be afraid of difficulties, love your business and respect your colleagues – that’s what the motto of Rosa Khutor team is.

2500 staff

+500 employees during high season

+500 volunteers annually



Rosa Khutor makes increased commitments to employees, including:

- voluntary medical insurance, including extended coverage for employees in high-risk groups due to their professional activities;
- support for mothers and children;
- support for employees and their families due to the loss of a close relative;
- mentorship promotion;
- support for foreign language studies, including education fees and a targeted remuneration policy tied to each employee's performance;
- company transportation;
- provision of uniforms;
- support for temporary accommodation for nonresident employees.



All Rosa Khutor Resort employees get free:

- a personal all-year-round unlimited access ski pass;
- unlimited access winter ski-passes and a limited number of walk-in tickets for close relatives;
- ski equipment rental services;
- joint visits to the ice rink and skate rental with close relatives;
- services on the resort's Black Sea beach.

Employees and their family members enjoy discounts on the price of services and goods offered by businesses operating at the Resort.

Every year before the start of the high winter season the whole big team of the Resort gathers for a fun New Year's pre-party with gifts.



Business Community

Rosa Khutor is a strategic partner for small and medium businesses.

Each of the Resort's partner businesses makes a valuable contribution to the visitor experience and acts as an employer and taxpayer.

Thus we work together to create conditions for sustainable development and the well-being of the local community, and the results of our common cause impress our compatriots and foreign tourists who come to Rosa Khutor Resort.

Business-community of the Resort includes around 200 organizations, including:

- **24** hotels with **2989** rooms;
- **> 50** restaurants, cafes and bars;
- **> 60** shops;
- around **25** service companies, including hairdresser shops, beauty parlours, baths, etc;
- **> 20** leisure activities, including artisan workshops, tour bureaus, etc.;
- children's club and leisure centres;
- go-cart centre;
- bank branches;
- multifunctional arena «Rosa Hall»;
- a casino;
- vending machines.



Yevgeniy Makarov

First Deputy to CEO

Rosa Khutor pays great attention to building mutually beneficial relationships with organizations and entrepreneurs who are interested in doing business at the Resort.

We strive to form reliable long-term relationships with partners, among whom we expect to find those who are the best in their business.

In particular, we respect and appreciate those who help us continually improve our facilities and make significant contributions to the satisfaction of our guests.



200 businesses operating at the Resort

60 shops

50 restaurants, cafes and bars

45 service and cultural facilities

International and Domestic Hotel Operators

Rosa Khutor is a world class alpine resort. This status is confirmed by the presence of leading international and domestic hotel operators who raise the bar high standards of service and responsibility.



AZIMUT Hotels

Russian hotel chain, who was the first to enter the international market. It manages **40** hotels in **32** cities in **4** countries. AZIMUT Freestyle 3* (**174** rooms) and apart-hotel VALSET apartments by AZIMUT 3* (**394** rooms) are located at Rosa Khutor.

In 2020 AZIMUT Hotels came up with the concept of #azimutcare, which includes four directions:

- 1) self-care (as an employee);
- 2) care for the team;
- 3) care for the company;
- 4) care for the guests.

Azimut’s local team has independently identified a 5th direction which is care for the environment.

Since 2018, the hotel has continuously developed the practice of separate waste collection in the housekeeping and customer sectors, involving employees and guests.

Chambermaids of AZIMUT Freestyle 3* hotel separate waste PET bottles and glass containers when cleaning the rooms, and then hand them over to recycling collectors.

The guests of VALSET apartments by AZIMUT 3* respond to the appeal not to throw away recyclable packaging, so that it will be collected by the hotel services during cleaning and also handed over to the recyclers.



AccorHotels

The largest international hotel chain, managing more than 5000 hotels under **30** brands in **110** countries. At Rosa Khutor it is represented by hotel Mercure 4* (**153** rooms).

AccorHotels network stands out with its developed corporate sustainability program «Planet 21».

The Mercure Rosa Khutor team has implemented the following initiatives:

- equipped an open library, replenished with books which were left in the rooms as well;
- the back offices use drafts for printing and collect waste paper;
- guests are offered eco-certified hygiene products;
- use of eco-labeled detergents in the kitchen and in the hotel facilities;
- separate collection of recyclable waste in the housekeeping area;
- hotel guests are encouraged to use their towels multiple times and not to change their bedding too quickly, thus helping to reduce water consumption and use of laundry chemicals. Half of the money saved is donated to fund tree planting in Russia and around the world;
- all employees in contact with customers receive mandatory training to prevent child sexual exploitation.



Golden Tulip

An international operator with more than **230** hotels in **40** countries. There are two hotels of this chain at Rosa Khutor:

- Golden Tulip Rosa Khutor 4* (**162** rooms);
- Tulip Inn Rosa Khutor 3* (**148** rooms).

Local initiatives of the Golden Tulip team are:

- switching to energy-saving diode lighting in guest and service areas;
- separate collection of waste in the hotel facilities and room cleaning;
- collection and recycling of used batteries;
- disposal of used frying oil.





Rosa Ski Inn

Rosa Khutor's own hotel brand, managing the Ski

Inn SPA Hotel 4* (**120** rooms) and Rosa Ski Inn 2* (**244** rooms). These hotels are located in the Alpine Olympic Village are examples of successful transformation of accommodations for athletes into comfortable hotels, located directly at the chairlifts.



The Rosa Ski Inn team's sustainability agenda:

- energy conservation: automatic time-of-day lighting control in guest and service areas has been installed;
- complete switch to LED lighting in 2021, resulting in a 40% reduction in lighting energy consumption;
- saving gas – automated regulation of gas boilers depending on weather conditions;
- saving water and laundry by encouraging guests not to change towels and linens and bedding too quickly;
- use of biodegradable detergents;
- separate collection of waste in the hotel facilities, office space, and room cleaning;
- collection of used batteries for recycling;
- donation of decommissioned but usable hotel property to charity.



Rosa Springs

Medical Spa Hotel Rosa Springs 4* is aski-in ski-out hotel in the Alpine Olympic Village (**202** rooms). During the 2014 Winter Games, this building housed a medical diagnostic centre where athletes were rehabilitated and recuperated between competitions.

The first balneological hotel in the Sochi mountains with modern physiotherapeutic treatment facilities of the highest class took over from it. The environmental policy of Rosa Springs is focused on:

- reducing resource consumption and responsible waste management,
- creating a favorable environment in and around the hotel building,
- environmental education of guests



Rosa Village ★★

Rosa Chalet ★★★

Hotel 28 ★★

Three different 310-room hotels grew up in the buildings of the Alpine Olympic Village after the 2014 Games and are now managed by a single directorate on behalf of the Resort.

The hotels maintain a high level of service focused on supporting healthy lifestyles, healthy nutrition, reducing environmental impact, conserving resources and being pet-friendly.

Saving energy is a priority:

- more than 90% of the lights are LED in rooms and public spaces;
- induction cooking ranges in the kitchens;
- an extensive network of touch sensors for automatic lighting control.

Meals offered to hotel guests are made of 100% high-quality local products, produced and purchased in the Krasnodar region.

The hotels have organized separate collection of recyclable waste for subsequent transfer of recyclable materials to contractors.

Hotels offer guests a unique opportunity to stay with their pets.



>14 000

foreign tourists from

106

countries in 2019



Sergey Khvorostyaniy

Deputy to CEO, International relations and tourism

The 2014 Winter Games put the resort on the world map.

Rosa Khutor is a unique year-round destination. There are very few places in the world where it is just a stone's throw from the warm sea to the snowy peaks. This, as well as the invariably high quality of hospitality, makes us very interesting for our foreign partners.

Over the years of systematic work we have learned how to make a competitive offer of tourist products and are ready to satisfy increased demands.

After markets recover, we expect further growth in the number of trips to the Resort from abroad.

International Tourism

Rosa Khutor Resort has become a prominent place on the tourist map of the world due to the tremendous success of the 2014 Winter Olympic and Paralympic Games. All the following years we are building on this success and expect that once the COVID-19 crisis is over, tourist visits from foreign countries will recover.

Sochi's unique geographical characteristics i.e. the proximity of the subtropical seashore to the snowy mountain peaks will attract tourists from abroad, and we will do our best so that their visit to Russia could bring the most pleasant impressions.

- In 2016 **5178** foreign tourists visited the Resort;
- In 2017 – **8178**;
- In 2018 – **12544**;
- In 2019 > **14000** from **106** countries.



Commitment to future generation





Rosa Khutor is a family resort, open to everyone. And although most of our guests are independent people from 25 to 45 years old, we know, that it is possible to become a alpine admirer at any age and we welcome representatives of older and younger generations:

- Children under 6 years old and elderly people from 70 years old get a ticket for Rosa Khutor cableway for a symbolic price – 1 ruble. The same conditions apply for persons of Group I disability and veterans of the Great Patriotic War;
- Children from 7 to 14 years old, families with children, students, people over 60 years old and people with disabilities are entitled to preferential terms for ski passes.

The entire infrastructure of the Resort is designed so that there are no barriers and obstacles for the movement of people with limited mobility, including those with disabilities. This is the result of the implementation of accessibility standards during the preparations for the 2014 Winter Games.

Children at the Resort

Children are welcome guests at Rosa Khutor Resort at any time of the year.



The Khutoryonok Cup

In the winter there are regularly held amateur alpine skiing and snowboarding competitions Cup «Khutoryonok» in the slalom (bonne) style for children from 5 to 14 years of age:

- free participation;
- the route is marked on Juventa piste (length 285 m, height difference 40 m);
- a helmet is mandatory;
- each participant receives a bib with a start number as a gift, and after the race a diploma of the participant and a medal are awarded.

Every time **from 50 to 150** children compete for the Cup.

Municipal Sports School

Rosa Khutor provides free access to the cable ways and pistes for students and coaches of the municipal children's sports school in the following sports:

- alpine skiing;
- snowboard;
- ski-cross;
- mogul.

The total number of children who took sports training on the slopes of the Resort in the winter season 2020/2021, – **360** people.



The Dream League

Since 2017, the Dream League, a nationwide therapeutic sports program for children with disabilities, has been operating at the Resort

Classes are taught by specially trained instructors from the “Riders’ School”, a school of Alpine Skiing and Snowboarding, and access to the Resort’s infrastructure is free.

Training costs are largely covered by charitable donations at a traditional New Year’s match of the teams «Hockey Legends» and «Night Hockey League» teams, held at Rosa Khutor Ice Palace.

The training is provided to young athletes with various diseases, including cerebral palsy, autism, visual and hearing impairments, and Down syndrome. According to the results of training they demonstrate positive dynamics of motor functions and emotional sphere development, achieving serious success in rehabilitation.

2017/2018 – **736** hour’ length practices with **83** children

2018/2019 – **812** hour’ length practices with **125** children from 30 constituent entities of RF

2019/2020 – **1000** hour’ length practices with **130** children from **40** constituent entities of RF

2020/2021 – **1449** hour’ length practices with **144** children



The Alpine Academy

In summer young guests of the Resort become explorers of the nature of the Western Caucasus, entering the Children’s Alpine Academy Rosa Khutor. Children’s Alpine Academy guides have professional training as guides in alpine tourism and trekking, as well as certified in first aid.

Edutainment programs of Children’s Alpine Academy:

- Alpine „Wander” (ages 5-7, 1.5 hours). While walking the smaller circle of Tropa Zdorovya (The Health Trail) trail young explorers learn many interesting facts about geology, landscape, mountain rivers and forests, plants and animals. Everyone receives a picture book as a gift.
- “Expedition” (ages 7-12, 3 hours). Older children learn to identify species of trees, ferns, mosses, and other plants and gather a collection of minerals. Young explorers receive a workbook, which illustrated tasks will make the excursion fascinating and the trip to the Western Caucasus memorable.
- “The Secret Life of Birds” (ages 7-12, 2 hours). Launched in 2021, this program for young naturalists is dedicated to the world of birds of the Western Caucasus. Children learn a lot about birds, their species diversity, behavioral features, and their important role in the ecosystem. And the richly illustrated atlas-identifier of birds found in vicinities of the Resort becomes a gift for each of child taking the trip.
- “Survival school” (7-12 years, 3 programs, 2 hours each). A course of lessons on basic mountain hiking skills, including backpacking, choosing a camping spot, tent setup, finding and preparing drinking water, making a fire, pre-medical care, and more.
- “Colonization” (ages 7-12, 4 hours). Ethnographic excursion along the forest path along a picturesque mountain panorama to a remote farmstead «Shishin Dvor» with a goat farm, a cheese dairy and an apiary.



Teaching Ski and Snowboarding

The availability of qualified instructors is an important contribution to the safety of Rosa Khutor Resort for children and their parents.

Little students take their first steps on a special children's slope, accessible only to them and to the instructor.

Rosa Khutor Resort has two skiing and snowboarding schools for adults and children.

Rosa Khutor's own ski school and a partner school, Riders School, share the market of riding training services at the Resort in equal shares.

The number of student riders is growing: in the winter seasons of 2019-2020 and 2020-2021, more than **70 000** people, acquired skiing and snowboarding skills at the Resort, while at the end of the winter

2018-2019 season, the audience was about **45 000** people.

Children make up about **45%** of the total number of riders at the Resort.

Admission to work as an instructor at the Rosa Khutor Ski School is certified after rigorous internal examination, and during the season employees improve their knowledge and skills at methodological classes.

In the winter season of 2020/2021 the resort provided jobs for 300 instructors from different regions of Russia.

Yegorka Children's Ski Club, the children's division of Rosa Khutor Resort School, is focused on the following priorities:

- **Safety.** Children take their first steps on a special children's slope accessible only for them and their instructor.
- **Certification.** All Rosa Khutor school instructors have National Instructors League certificates.
- **Play and Learn.** Involvement of a child in training takes place in the form of a game. As a result, training becomes fun and progress is faster.

Safety for Children

By ensuring the safety of children's recreation in the mountains, we show young tourists how important it is to be responsible for themselves and those around them:

- 10 FIS rules of safe skiing in a bright and accessible graphic form are placed in the cabins of all gondola lifts and on the poles of one of the busiest chairlifts in the Resort;
- restraints are installed on the seat railings of the chairlifts to prevent a child from falling out;
- the middle seats on the seats of the chairlifts are marked as children's seats, so that a child can be placed in a safe environment between by adults;





Olga Padeyskaya

Head of Adventure Travel
and Tourism

The demand for adventure travel is growing rapidly.

We are not just trying to keep up with it, but we are working to ensure that our offer supports the sustainable development of this segment of the tourism industry.

Combining comfort and safety with adventure and new discoveries, infrastructure that brings people closer to nature, the opening of organized access to the world of alpine tourism – this is how we expect to leave our guests with unforgettable impressions from getting to know the mountains at the Rosa Khutor Resort.

- similarly, the turnstile aisles on the way to the chairlift are marked;
- on the handrails of the chairlifts there are simple safety rules for children in the mountains:
 - I always ride with a helmet on;
 - I learn to ski with an instructor;
 - I always follow the rules of conduct on the pistes;
 - I always ride only with adults;
 - I know what to do if I am lost
- free helmets for children in all Rosa Khutor branded rentals
- young visitors to the Resort are given cards at the ticket offices and in the info-centre, which are convenient to place their parents' phone numbers on in case a kid gets lost.

Safe Resort

Rosa Khutor makes sure that safety is priority #1 while opening year-round access to the world of alpine tourism for travelers.

The Resort has a range of forces and means to ensure round-the-clock security regime on the territory:

- outdoor surveillance;
- patrolling and duty shifts;
- use of technical means of control;
- close interaction and information exchange with law enforcement agencies.

There are more than 3,000 round-the-clock surveillance cameras within the Resort, and there are no «dark alleys» with suspicious persons. Video recordings are provided only in the prescribed manner at the request of law enforcement agencies, the leakage of this data is excluded.

The patrolling of the territory and security personnel on duty is ensured while maintaining a balance of necessity and sufficiency:

- the presence of security personnel is visible but not excessive;
- security guards are courteous, friendly and helpful;
- a concerted effort is made to avoid unfortunate developments.

By purchasing lift tickets, tourists accept the rules of stay in the Resort and can safely count on the help, support and care of the Resort team.

In this regard, the Resort deems situations in which Rosa Khutor elevator tickets purchased by some persons end up in the hands of other persons unacceptable.

Rosa Khutor suppresses resale of ski passes on a technical level and tirelessly reminds guests that buying ski-passes «off-hand» creates a risk of ending up with lost money and time, as well as ruined mood.

> 70000
people learning to ride annually

Technical Safety

Continuous maintenance of technical, fire and sanitary safety of Rosa Khutor Resort guests is the work of a large team of qualified specialists, in whose education and training the Resort invests significant resources. Timely repair and preventive maintenance, replacement of parts and units out of service, and troubleshooting are performed strictly according to regulations.

Safe Tourism

In alpine tourism, people may find themselves in a situation where the acuteness of the experience will be determined by risk, which is often excessive and unjustified. Adventure travel, including skiing and snowboarding, as well as hiking in the mountains, imposes direct responsibility for personal safety and for the safety of those around on the travelers.

Rosa Khutor warns its guests of the risks involved in hiking on the trail or on a steep snow slope, but leaves each visitor responsible for themselves and their loved ones, encouraging each guest to behave cautiously and responsibly in the mountains.

This is why we have:

- open rules of staying on the territory of the Resort and using its services
- ongoing information of guests about the weather conditions and avalanche danger
- numerous marking and navigation aids
- introductory briefings before the start of the itinerary and/or instructor training
- clarification of the use of services and equipment
- promotion of the «Ten Commandments» of safe skiing as formulated by the International Ski Federation (FIS)
- promotion of the culture of safe skiing, also outside prepared pistes
- installation of means of checking avalanche sensors, which should be available for everyone who aims at getting to unprepared slopes
- holding free training sessions on working with avalanche equipment on a special training ground with experienced employees of the Resort anti-avalanche service.

Alpine Patrol

Rosa Khutor Resort has its own professional emergency rescue team, «AlpinePatrol», certified by Russian EMERCOM. The unit has 36 professional rescuers,

6 operational duty officers and **17** patrolmen.

18 officers are on duty each shift.

There are six control and rescue points on the territory of the Resort, and each rescuer is assigned their own patrol area. Both winter and summer, every day, before the trails and routes of the Resort open to guests, the rescuers walk and check them to give their opinion on readiness.

In winter, the Alpine Patrol monitors how tourists behave on the slopes, whether they comply with speed limits on the roll-outs to the lifts and in places where children ski, whether they comply with the generally accepted rules of respectful treatment of others, etc.

If unsafe behavior is detected, patrol officers will stop daredevils and politely explain on incompliance of their behaviour with the rules of the Resort.

If the safety-threatening behavior continues, the response will be the blocking



36

professional rescuers

17

patrolmen

18

duty officers
per shift



of the ski pass. In the case of revealing the fact of intoxication, patrol officers will politely remove the hapless tourist from the busy piste, resorting, if necessary, to the assistance of security or the police.

All guests of the resort are informed about the way to ask for help: the number of the 24-hour duty officer is stamped on each ski pass.

Information about the accidents comes to the duty officer, who contacts the rescuers whose task is to promptly arrive at the place, render first aid and, if necessary, ensure the safe transportation of the injured person to the first-aid station for medical treatment.

In summer the rescuers are ready to provide assistance on the mountain and sea beaches, as well as on the recreational and sightseeing routes of Rosa Khutor Resort.

Two first-aid stations function year-round at the Resort: in the Alpine Olympic Village and in Rosa Valley. Throughout the year, with a small pause in the deep autumn off-season, an ambulance is on duty at the Resort, ready to promptly take someone in need of treatment to a medical facility.

Safety on the Mountain

Rosa Khutor Resort implements the highest safety standards, and in addition to the professional emergency rescue formation «Alpine Patrol» there are five other units:

- cableways directorate
- avalanche protection service
- artificial snow service
- snowcat service
- pistes employees service

32

chairlifts

1373

units of chair-, gondola and rope tow lifts

40 292

ppl/h – total capacity of the Resort's lifts

Cableways Directorate

There are **32** lifts at the Resort:

- Gondola lifts – **8**
- Chairlifts – **11**
- Unsupported lifts (baby-lifts) – **5**
- Rope tow lifts – **2**
- Travolators – **6**

Total mileage **28 979,8 km.**

Number of pillars **251 pcs.**

1373 units of chair-, gondola- and rope tow lifts.

Total capacity of the Resort's lifts – **40 292 ppl/h**

Avalanche Protection Service

- 22** top-class specialists on staff
- 9** automatic weather stations
- 1** Snow Arrow avalanche protection system (air gun)
- 4** snow dikes
- 2** avalanche protection network sections
- 7** sections of snow-retaining fences
- 2** anti-slip sections
- 4** avalanche trails
- 3** avalanche tunnels.

During the season:

more than **150** explosions with hand charges active impacts by the system «GAZ.EX» forcibly descends more than **1 000 000 m³** avalanches.

Artificial Snow Service

The artificial snowing system at Rosa Khutor Resort is the largest in Europe and one of the largest in the world.

- 24** qualified specialists on the staff; площадь more than 100 ha of artificial snowing area; **2** artificial lakes of **153 000 m³**;
- 5** pump stations;
- 404** snow cannons, including 22 mobile ones; the length of the pipeline is more than **50 km**

Snowcat Service

The Resort's snowcat fleet is equipped with 37 machines, including four of the newest models.

The manufacturers of the snowcats at the Resort are the world's leading companies: Pisten Bully and Prinoth

During the season, the pistes are groomed by 29 snowcats:

- 13** winch-type
- 12** standard
- 4** technical

9 Automatic weather stations

> 100 Ha
Artificial snow area

404 snow cannons

37 snowcats





Pistes Employees Service

The resort's pistes are classified, homologated by the International Ski Federation (FIS) and meet the necessary requirements for holding international competitions of the highest level, including the Olympic Games, World Cup and European Cup. A unique distinctive feature of Rosa Khutor Ski Resort is a single finishing zone for ski competitions in all FIS-classified Olympic sports.

Milestones and signs – about **6000** units

Safety mats – about **297** units

Signal fences and networks of different classes – more than **23 000 m.**



Sports Resort

Having become the largest competitive venue of the 2014 Winter Games, Rosa Khutor maintains its sporting tradition by hosting national and international competitions and races.

The resort successfully operates as one of the country's main event venues, hosting key cultural, business and entertainment events that bring together mountain enthusiasts from all over Russia and abroad.

In the first half of 2021 Rosa Khutor Resort held:

- sixth annual running festival ROSA RUN
- fifth annual festival Boogel Woogel
- sports and music festival Quiksilver New Star Camp
- extreme start Red Bull Home Run 2021
- freeride qualifiers Rosa Khutor Alpindustria FWQ 3*

In 2020 Rosa Khutor Resort successfully held:

- fifth annual international running festival ROSA RUN
- trailrunning competition Hoka Wild Trail
- all-Russian children's freestyle competitions
- second music festival Alfa Future People Snow Edition
- amateur alpine skiing tournament Audi quattro Winter Cup 2020
- FIS Alpine Skiing World Cup Women's Stage
- «Rosa Ski Dream 2020»

In 2019 Rosa Khutor held:

Superfinal of the All-Russian Drone Racing League RDR

XV International contest of young designers and fashion designers «Podium 2019»

Open team competition «Gonka Geroyev» International Tourism Forum SIFT

Trail running competition Salomon Wild Trail

XVII International Festival of Creative Children and Teenagers

«Generation NEXT»

International Running Festival ROSA RUN

Anniversary 10th Quiksilver New Star Camp

Finals of the Russian Snowboard Cup and European Snowboard Cup for slopestyle and big-air

Highland Carnival BoogelWoogel Alfa Future People Snow Edition Festival

XIII national championship for instructors and instructor teams of ski centres





Key Industry Forum

Every year since 2018 Rosa Khutor Resort becomes the venue of the international conference «Nature Tourism: Global Challenge and opening of Russia». This key Russian business forum in the industry of nature tourism and tourism in specially protected natural areas is held under the auspices of Vyacheslav Fetisov, Deputy Chairman of the Committee on Physical Culture, Sports, Tourism and Youth Affairs of the State Duma of the Russian Federation, Chairman of the All-Russian Society for Nature Protection, UN Goodwill Ambassador.

The Conference is devoted to an open discussion of the most acute issues and problems of sustainable development of nature tourism and travel in SPNA in Russia and in the world.

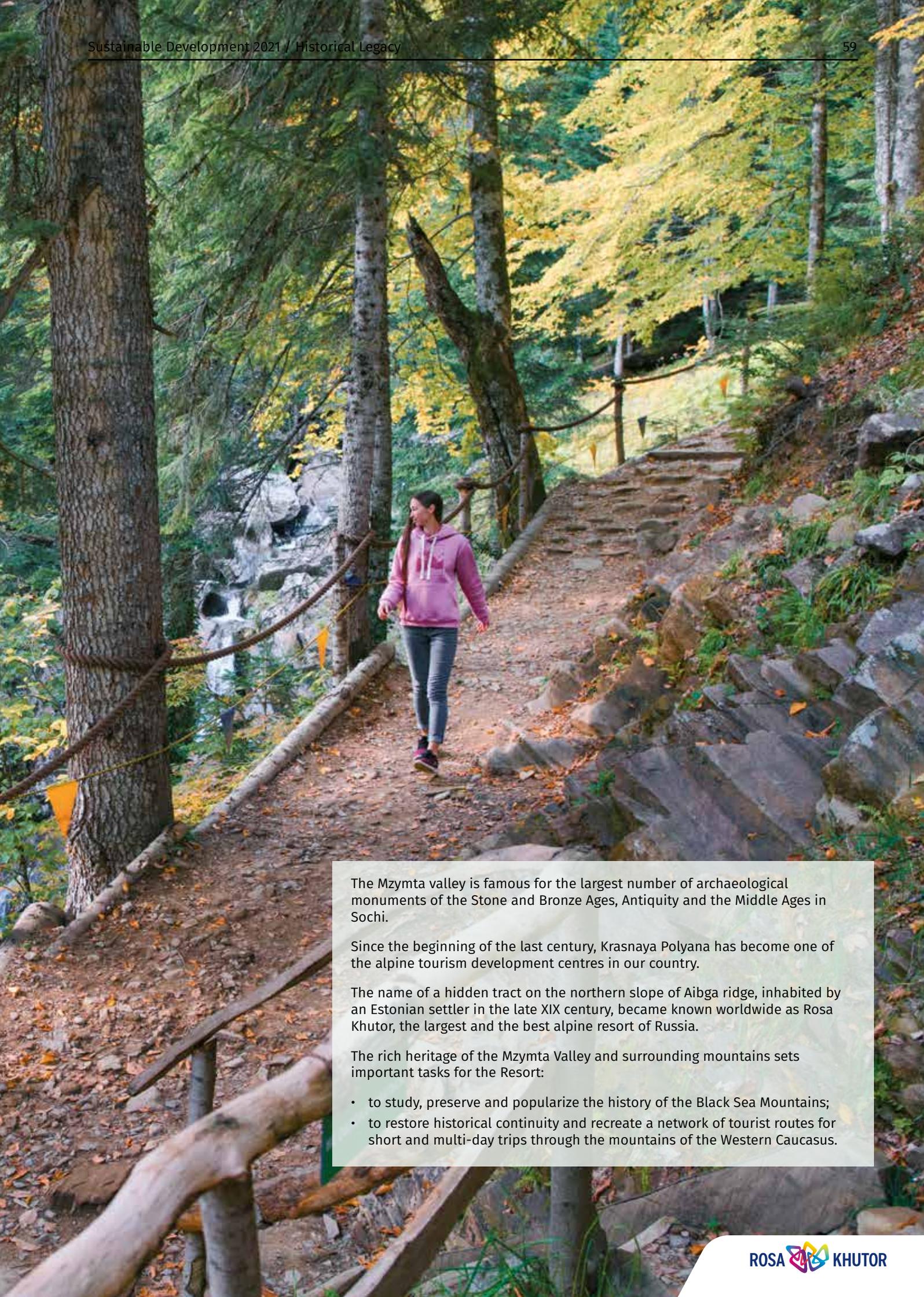
The agenda of the Conference covers the main «hot» issues of sustainable development of nature tourism/nature tourism in SPNAs in Russia and in the world, and the inclusive and business-like atmosphere of the event promotes constructive discussion and joint search for solutions.

The speakers at the Conference are leading national and international industry experts, representatives of governmental and local authorities, business and academic institutions, professional and public organizations.

Learn more about the discussion of the key issues of sustainable development of the natural recreation industry, adventure travel and tourism in SPNAs in Russia and worldwide at www.eco-russia.org

Historical legacy





The Mzymta valley is famous for the largest number of archaeological monuments of the Stone and Bronze Ages, Antiquity and the Middle Ages in Sochi.

Since the beginning of the last century, Krasnaya Polyana has become one of the alpine tourism development centres in our country.

The name of a hidden tract on the northern slope of Aibga ridge, inhabited by an Estonian settler in the late XIX century, became known worldwide as Rosa Khutor, the largest and the best alpine resort of Russia.

The rich heritage of the Mzymta Valley and surrounding mountains sets important tasks for the Resort:

- to study, preserve and popularize the history of the Black Sea Mountains;
- to restore historical continuity and recreate a network of tourist routes for short and multi-day trips through the mountains of the Western Caucasus.

The development of adventure travel and natural recreation is a mid-term strategic priority for the Resort. In this context, our primary task is to recreate a network of alpine tourism routes that are as good as the world's best examples.

Tourists who come to trekking in the Caucasian Black Sea must be sure that there are a noticeable navigation, equipped places for recreation, comfortable overnight accommodation and quick help in case of trouble on the route. In creating a new quality of tourism infrastructure and experience in our country, we draw on the lessons of the recent past and pay tribute to the heritage.

Legacy

End of XIX century

The Black Sea coast architect N.S. Abaza suggests using Krasnaya Polyana as an alpine therapeutic place, stating that the settlement «belongs, by its climatic and soil conditions, to the most richly endowed areas of the coast and promises a wide development in the future». Krasnaya Polyana was recognized as a valuable alpine-climatic station, and it was decided to build a road to it from the Black Sea coast.

1900

The first mass hiking trip took place near Krasnaya Polyana. A group of Yekaterinodar gymnasium students (about 25 people), under the guidance of their teachers, came to the village, having crossed the mountains and the Pseashkha Pass from stanitsa (a Cossack village) Psebaiskaya in the Kuban region.

After some rest and exploration, the gymnasium students walked down to Adler along the newly built Krasnaya Polyana highway.

1902

Opening of the Caucasus Alpine Club and its branch in Krasnaya Polyana. The site for the construction was allocated by the Minister of Agriculture and State Property of Russia A.S. Ermolov. The club was created on the initiative of engineer V.K. Konstantinov (the author of the project and head of the construction of the Krasnaya Polyana Highway), and had two branches: St. Petersburg and Sochi. During the winter months the board of the club met in the capital; all remaining year the meeting were held in Sochi. The Club ran excursions to the nearby and distant mountains for its members and their guests, starting from Sochi, Krasnaya Polyana and Gagra. Upcoming excursions were advertised in public places and hotels in Sochi. In addition to the main building in Krasnaya Polyana, the club built tourist huts on the Achishkho massif and on the Gruschevii Ridge near the Aishkha Pass.

The flow of tourists to Krasnaya Polyana (mainly intellectuals and students) increased year by year.

1913

The total number of people passing through Adler to Krasnaya Polyana reached 10 000. Of these, 4 000 people stayed in Krasnaya Polyana for two days or more. It was then, when the disadvantages of this resort area became apparent: slow development of the settlement, underdeveloped mineral springs, limited and expensive products, and scarce hotel facilities.





The First World War and the Civil War that followed it halted the development of Krasnaya Polyana as an alpine climate resort.

1920–1921

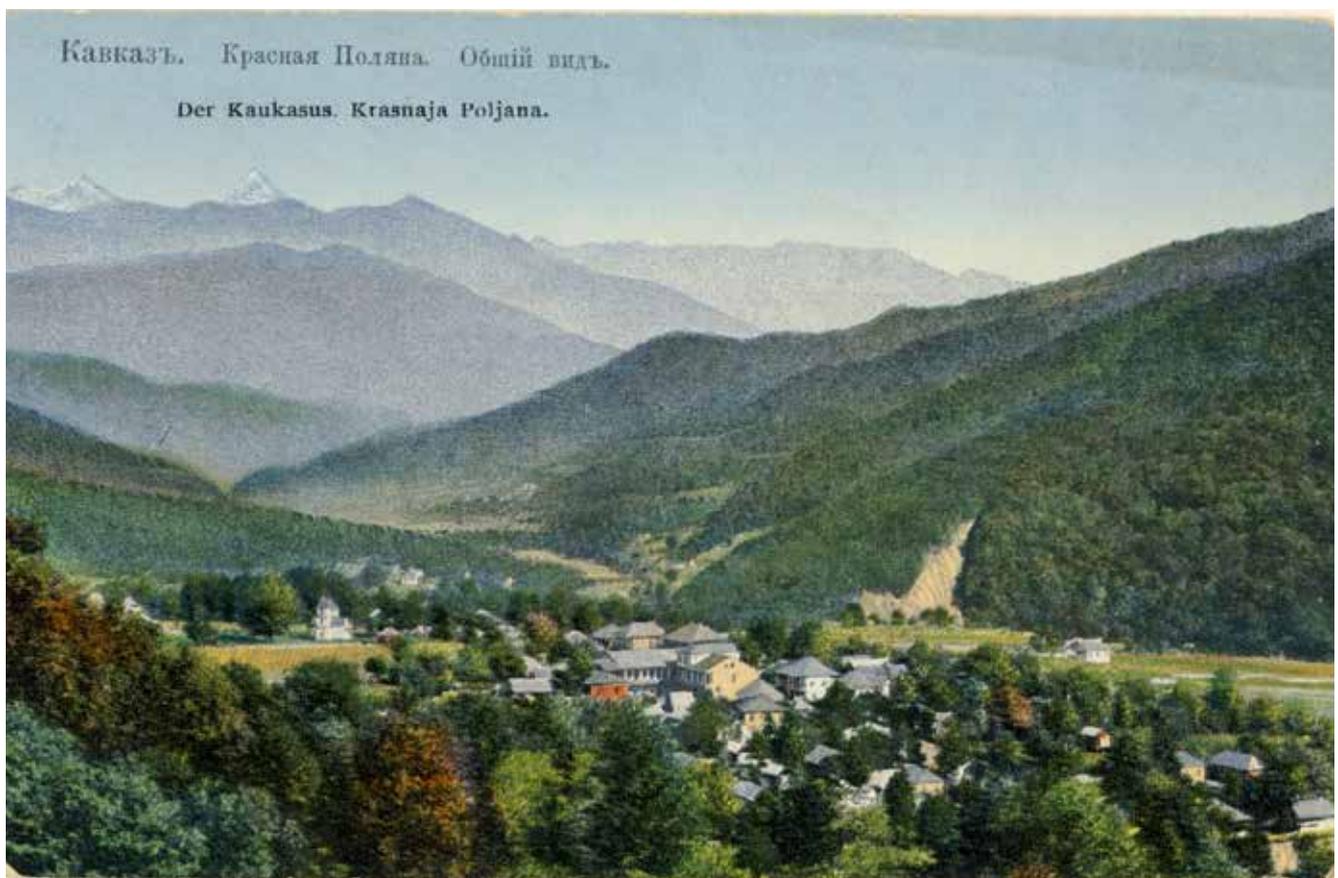
The new government nationalized the Emperor's hunting lodge and a number of large villas that had survived the Revolution and the Civil War.

1923

The first inpatient treatment facility appeared: Sochi Resort Authority opened the Comintern Sanatorium, located in the former imperial hunting lodge; it operated in summer.

1924

Sochi Society for Local Lore began to arrange excursion bases, which employed experienced guides and had a stock of tourist equipment. The bases were engaged in organizing shelter and meals for tourists, exploring and grooming trails in the most interesting areas of the district. This marked the beginning of the development of mass sports and recreational tourism in the Bigger Sochi. The bases were to work on organizing shelters and food services points for tourists in the most interesting areas of the district, surveying and clearing the trails, etc.



1929–1930

An excursion base «Soviet Tourist» was created under the auspices of Sochi Alpine Club; a year later it was renamed to «Krasnaya Polyana» tourist base under the jurisdiction of the Proletarian Tourism & Excursions Society

(OPTe). Since then, Krasnaya Polyana has become the centre of hiking tourism of nationwide importance.

From the tourist centre tourists went on excursions to the roofing shale mine, to Mount Achishko to the weather station, and to the dolmens. They ascended the Pseashkha Pass, to Lake Kardyvach, to the peaks of Aibga. All distant trekking was accompanied by guides with horses, carrying equipment: tents, food and cookware. Local residents worked as guides.

The development of the region as a tourist centre continued after the Great Patriotic War.

1955

Gorniy Vozdukh camp was opened after reconstruction; it had autonomous water supply, diesel power generators and could house 130 people. In the summertime overnight stays were organized in large stationary tents on wooden decks. By that time adventure travel and rest at tourist and alpine camps had started gaining popularity and prestige in the country, and hiking movement had started to develop. Hikes are held on the most interesting routes:

- from Krasnaya Polyana through Engelmanova Glade to Lake Kardyvach and then to Lake Ritsa;
- through the Pseashkha Pass to Camp Kholodniy;
- crossings through the mountains to the sea, from Psebay to Krasnaya Polyana through the Aishkha Pass;
- hikes to the peaks of Achishkho and Aibga.

1960s

Expansion of Gorniy Vozdukh camp. It could house up to 500 people simultaneously.

In May 1961 the first group of officers who arrived on vacation at the tourist base of the Ministry of Defense of the USSR in Krasnaya Polyana embarked on a hike in festive atmosphere.

1970s

In the summer season of 1972, more than **22 000** people vacationed at Gorniy Vozdukh camp.

All that time after reconstruction and until the early 1970s the resort was visited by more than **300 000** tourists. Most of them received the right to wear the badge of honor «USSR Tourist».

In the 1970s the USSR Ministry of Defense tourist centre in Krasnaya Polyana became extremely popular among the military. In 1976, in order to organize long hikes from the Defense Ministry's tourist base a tourist shelter was built at the foot of Mt. Achishkho. It consisted of 16 two-storey houses for **240** people, a dining room, hot water shower, sports ground and dance floor.

By the end of 1978 the resort served about **20 000** people.



> **22 000**

people rested in summer of 1972

> **300 000**

tourists visited after the reconstruction and until the early 1970s

~ **20 000**

people serviced in 1978



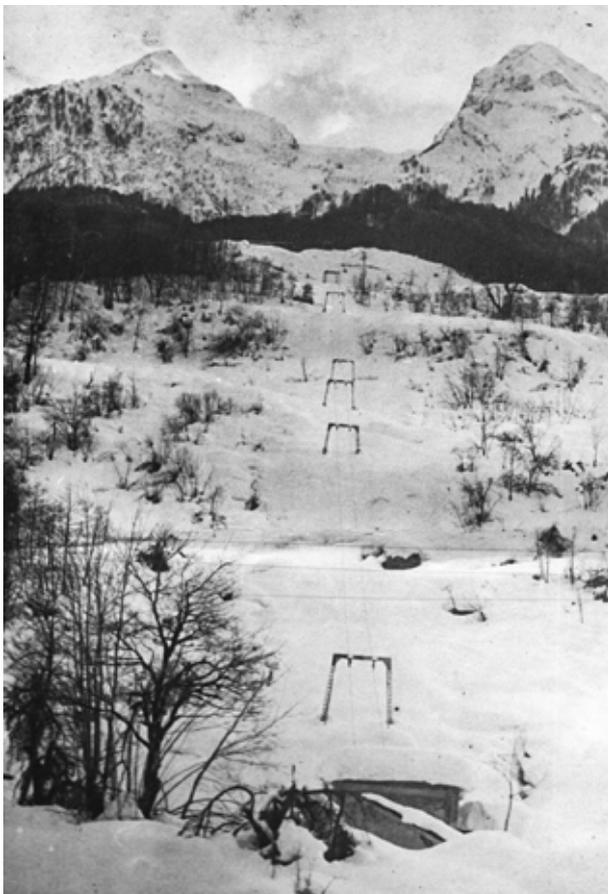
Ski Resort

In 1935 the study of Krasnaya Polyana as a winter resort began. A ski expedition of the Central Council of the Proletarian Tourism & Excursions Society was sent to the village. Its task was to determine the suitability of the mountain regions of Krasnaya Polyana and Gagra for alpine skiing and tourism. The report of the expedition stated that "Krasnaya Polyana area turned out to be very suitable for ski tourism".

However, the issue of organizing a winter resort in Krasnaya Polyana popped back only in January 1965, when Pslukh ski resort was established and a tourist house for 50 people was opened. One could get the equipment necessary for a skier there.

In 1967 S.M. Gurieva and D.A. Guriev, a skiing couple, came to Krasnaya Polyana to study the snow conditions under commission from the Committee for Physical Culture and Sports of the USSR. They had a task of choosing a location for the Republican Children's and Youth Alpine Sports School (RGDYuSSH).

On January 1, 1969 The Committee for Physical Culture and Sports under the Council of Ministers of the RSFSR established the RGDYuSSH in Krasnaya Polyana, which was named Spartak later. Svetlana Gurieva was appointed as the school's first director, and her husband Dmitry Guriev became the head coach. In 1972 four rope tow lifts, „VL-200”, produced in Czechoslovakia, were installed for the school. In 1974 another "VL-1000" lift was installed.



In 1970's USSR's national ski team ran its practices at Krasnaya Polyana ski school.

In the late 1960s V.A. Voronkov, the mayor of Sochi, made a provision about the high potential of Krasnaya Polyana as a promising alpine-climatic resort into the general plan of Sochi.

In the early 1970s Moscow Institute for Urban Design developed a master plan with 25-30 years' span, according to which the valley Mzymta from Krasnaya Polyana and further 10 kilometers upstream should be turned into a summer tourist base for 10 thousand people and winter ski camp for 3 thousand visitors.

The project provided for a clear division of the entire area into zones: residential, communal and industrial, as well as a zone of hotel complexes and tourist resorts. Multistory buildings were to be located on the slopes of the mountains and partially in the centre of the settlement. The designers' idea was to build one of the largest tourist centres in the Caucasus.

In February 1974 the first secretary of the Krasnodar regional committee of the CPSU S.F. Medunov wrote a letter to the chairman of the Committee on Physical Culture and Sports saying that «in 1968-1972, the first research and survey works were carried out near the village of Krasnaya Polyana in Sochi. Specialists, coaches and researchers of the geography department of Moscow State University came to the conclusion that this region of the Krasnodar Territory has optimal opportunities for the creation of a comprehensive sports and recreation base».

The letter was accompanied by a proposal of experts from France, signed by the president of the International Skiing Society, Gilles de la Roque. The French, who visited Krasnaya Polyana in June 1972, proposed to build a large ski centre for 10-15 thousand places in 3-4 years, making investments entirely at their own expense.

They suggested building a comprehensive turnkey construction, with state-of-the-art ski station «Courchevel» for 15 thousand seats as an example. The French saw an advantage of Krasnaya Polyana in the possibility of organizing maritime transportation. However the proposal was shelved.

In 1976 the Guriyevs were called back to Moscow to work in the Sports Committee of the USSR. The base was transferred to the jurisdiction of Spartak sports society. After that, it ceased to raise any interest, and eventually terminated any operation at the beginning of the 1990s.

In the early 1990s the general decline reached Krasnaya Polyana. Gorniy Vozdukh camp was closed and the flow of tourists dried up. The next stage in the development of Krasnaya Polyana came after the change of political regime in the country.

1992 saw establishment of Alpika-Service company, and the following year the first chairlift was put into operation on the site of the former ski school. This was the beginning of the development of Krasnaya Polyana as a year-round tourist destination, which continues today.



Diana Dimont

Keeper of Rosa Khutor archeology museum

Archaeological Museum of Rosa Khutor Resort is a tribute to the rich heritage of the Mzymta Valley and surrounding mountains.

Even a slight touch of the events of the recent

and distant past brings better understanding of all that is happening today, and a person's role and responsibility.

And a trip into the depths of history will not leave anyone indifferent.

We are working to ensure that our guests have the opportunity to learn more about the fascinating history of the Caucasian Black Sea coast, and do our best so that Rosa Khutor Resort could be deservedly inscribed in the newest chronicle of this place.

2018

Rosa Khutor Museum of Archeology has been opened



Museum of Archaeology

Rosa Khutor Resort Interactive Museum of Archaeology opened **in 2018**.

Its exposition is based on archaeological findings during the construction of the Resort. The museum is built using augmented reality technology and allows visitors interacting with historical material.

Permanent exhibition:

- Geology and Mountain Formation;
- Stone Age;
- Bronze Age;
- Antiquity and Early Iron Age;
- Middle Ages;
- Modern Age.

> **100 000**
people visited museum

The museum caters to the widest possible audience, offering a journey to antiquity which is enlightening for adults and a fascinating for children.

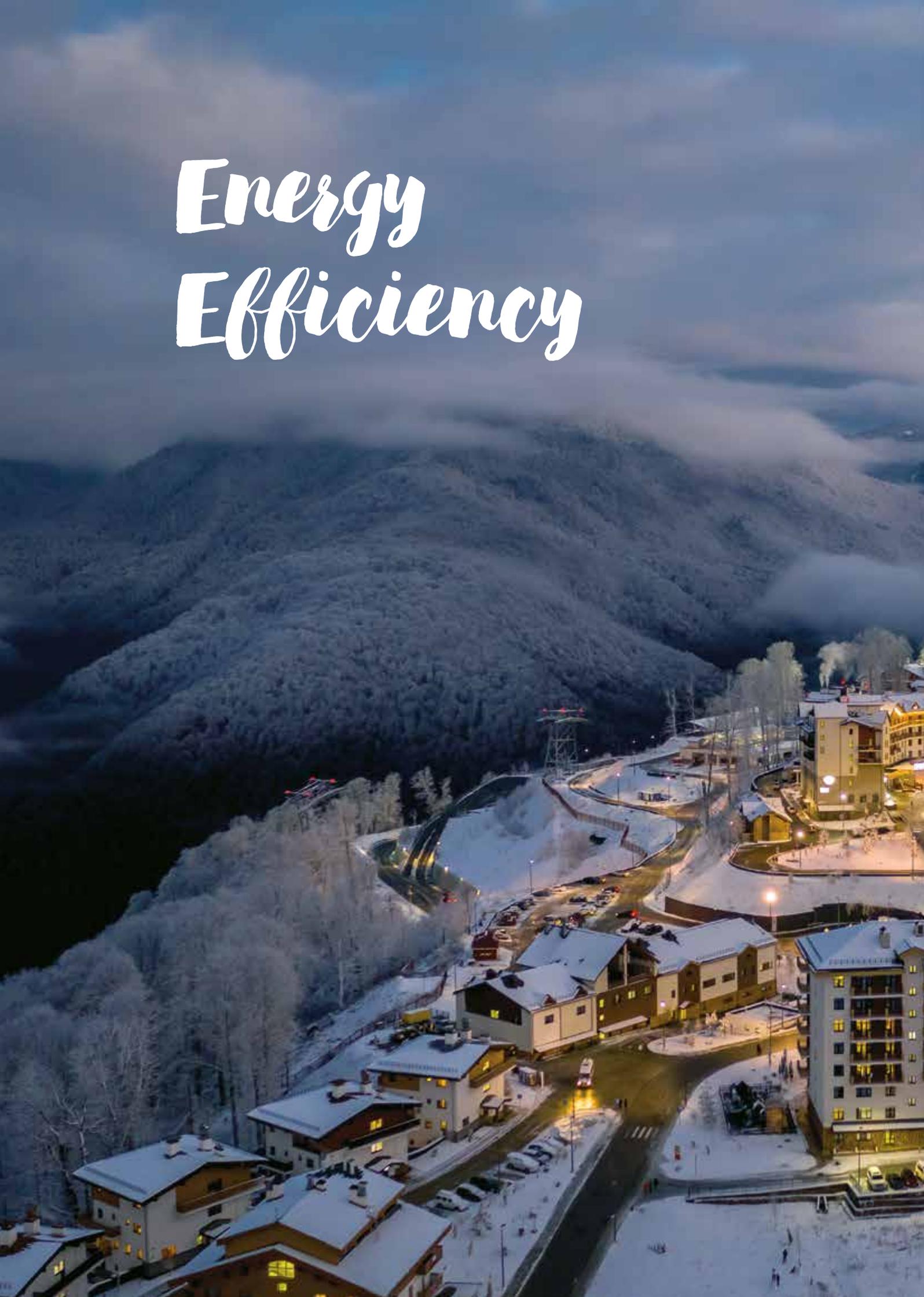
More than **65 000** people have visited the Museum since it opened.

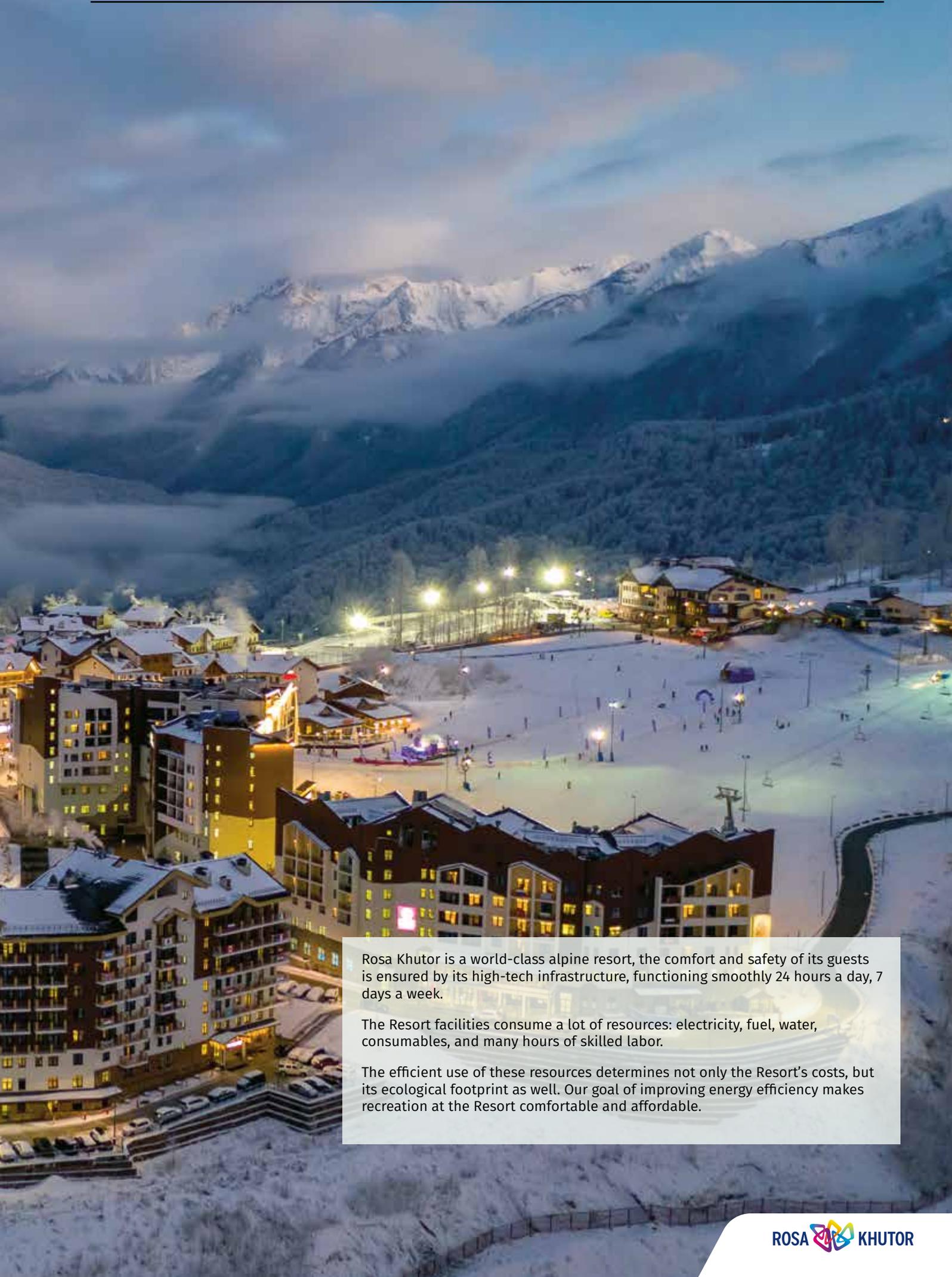
> **1000**
children took part in edutainment program

Since 2019 the Museum has been running a series of edutainment programs for children. During this time, more than **1000** children between the ages of 7 and 14 immersed themselves in the life of prehistoric men («Primitive People's Day» program) and tried their hands at being a real archeologist by taking part in Archeological Adventure program.



Energy Efficiency





Rosa Khutor is a world-class alpine resort, the comfort and safety of its guests is ensured by its high-tech infrastructure, functioning smoothly 24 hours a day, 7 days a week.

The Resort facilities consume a lot of resources: electricity, fuel, water, consumables, and many hours of skilled labor.

The efficient use of these resources determines not only the Resort's costs, but its ecological footprint as well. Our goal of improving energy efficiency makes recreation at the Resort comfortable and affordable.

In February 2018, Rosa Khutor Resort declared energy efficiency as one of the key areas of its sustainable development program, setting the goal of reducing energy consumption by 10% over the next three years.

To achieve this goal, the Resort’s engineering team focused on the following:

- evaluating and analyzing resource consumption in the Resort’s hotel and administrative facilities, including lighting, water supply and sewage, heating, ventilation, air conditioning, and kitchen and other equipment, in order to find opportunities for saving resources;
- developing, testing, and introducing optimal energy-saving solutions;
- replacement of incandescent and discharge lamps with the most economical LED lamps;
- separate recording of energy consumption for more accurate control and taking corrective measures;
- reconstruction of a number of boiler facilities with the replacement of electric equipment with more efficient gas equipment;
- revising equipment maintenance schedules to ensure smooth operation and prevent breakdowns;
- automation of outdoor lighting, as well as lighting of passageways, stairwells, parking lots, offices and technical areas.



Anatoliy Fink
Head of Technical Operations

In the first edition of Rosa Khutor’s 2019 Sustainability Report, we reported on some of the energy-saving achievements demonstrated by a number of the Resort’s hotels. The time to give the big picture has come.

Assessment of Energy Efficiency in Terms of Specific Resource Consumption

Specific consumption is a universal criterion for evaluation, tied to each individual guest of the Resort. It allows dispensing with seasonal fluctuations in loading.

The Resort shows that it is able to maintain stable

consumption of resources, while maintaining a consistently high level of service and not being affected by seasonal fluctuations.

Moreover, Rosa Khutor shows noticeable movement towards reduction of resource consumption in the growing tourist flow.

The observation period is still too short, but we can clearly see that, in specific terms and in comparison with the indicators of 2018-2020 that Rosa Khutor Resort has demonstrated a significant decrease both electric power consumption and gas and water consumption during maximum load period at the peak of the winter season of 2020-2021.

Annual Resource Consumption

Year	Electricity	Gas	Water	Tourist flow
2018	55.4 mio kWh	5.6 mio m ³	0.5 mio m ³	2.2 mio ppl
2019	55.6 mio kWh	6.1 mio m ³	0.52 mio m ³	1.95 mio ppl
2020	48.6 mio kWh	5.3 mio m ³	0.42 mio m ³	1.9 mio ppl

The sharp decline in resource consumption in 2020, compared to 2019, with the actual preservation of the value of the tourist flow should obviously be attributed to the quarantine lockdown (March–June 2020).

Monthly Consumption of Resources, Winter and Summer Tourist Seasons Peaks

Year	Month	Electricity	Gas	Water	Tourist flow
2018	February	5.7 mio kWh	0.8 mio m ³	0.067 mio m ³	0.3 mio ppl
	August	4.2 mio kWh	0.2 mio m ³	0.050 mio m ³	0.3 mio ppl
2019	February	5.7 mio kWh	0.8 mio m ³	0.065 mio m ³	0.3 mio ppl
	August	4.3 mio kWh	0.2 mio m ³	0.046 mio m ³	0.2 mio ppl
2020	February	5.7 mio kWh	0.9 mio m ³	0.063 mio m ³	0.3 mio ppl
	August	4 mio kWh	0.2 mio m ³	0.054 mio m ³	0.27 mio ppl
2021	February	5.8 mio kWh	0.83 mio m ³	0.057 mio m ³	0.35 mio ppl
	August	***	***	***	***

Monthly Specific Consumption of Resources, Winter and Summer Tourist Seasons Peaks

Year	Period	Electricity	Gas	Water
		Specific consumption. kWh/ ppl	Specific consumption. m ³ /ppl	Specific consumption. m ³ / ppl
2018	February	19	3	0.18
	August	14	1	0.17
	Av. val. Feb./ Aug.	16.5	2	0.17
	Av. val. 12 months	24.6	2.5	0.22
2019	February	19	3	0.22
	August	22	1	0.23
	Av. val. Feb./ Aug.	20.5	2	0.22
	Av. val. 12 months	28.5	3.1	0.27
2020	February	19	3	0.21
	August	15	1	0.20
	Av. val. Feb./ Aug.	17	2	0.20
	Av. val. 12 months	25.7	2.8	0.22
2021	February	16	2	0.16
	August	***	***	***
	Av. val. Feb./ Aug.	***	***	***
	Av. val. 12 months	***	***	***

*** – data in processing

The data leads to the following conclusions:

1. The annual consumption of electricity, gas, and water is stable. On one hand, this indicates the need to maintain infrastructure independent of seasonality (such as cable ways). On the other hand, it points out to the efficient use of the resource of machines and mechanisms, allowing maintaining the standard quality of service regardless of load fluctuations and weather conditions.
2. A noticeable jump in gas consumption in 2019 compared to 2018 is due to the replacement of electric equipment in boiler facilities with gas equipment.
3. The drop in resource consumption in 2020 (August and annual totals) should be attributed to the decrease in tourist traffic due to pandemic COVID-19.
4. In February 2021, at the peak of the winter season with an increase of almost
 - **17%** compared to February 2018–2020 tourist traffic the Resort managed to:
 - keep actual electricity consumption stable;
 - reduce actual gas consumption by 8% compared to February 2020, with a return to 2018–2019 levels;
 - reduce actual water consumption **by 10%** vs. February 2020, **by 12%** vs. February 2019 and **by 15%** vs. February 2018;
5. Resource consumption per guest in February 2021 also decreased dramatically:
 - electricity – **by 16%** by February 2018–2020,
 - gas – **by 33%** by February 2018–2020,
 - water – **by 24%** by February 2020, by 27% by February 2019 and **by 11%** by February 2018.

by 8%

total gas consumption reduction
(by February 2020)

by 10%

total water consumption reduction
(by February 2020)

by 16%

total electricity consumption
reduction

by 33%

total specific gas consumption
reduction

by 24%

total specific water
consumption reduction

The goal of 10% energy consumption reduction set at the beginning of 2018 was achieved with a performance that exceeded expectations

In the future Rosa Khutor Resort team will build on the successful resource conservation, provided that the quality of service for guests remains unchanged and the anthropogenic impact on the environment is eliminated.



Waste management

Divisions of the Resort and multiple businesses operating on its premises make daily purchases. Food, tools, and miscellaneous supplies arrive at the Resort

in packaging: cardboard boxes, plastic containers and film, glass bottles. All of this becomes waste after use.

Much of this material is in demand as recyclables. Is it acceptable to throw away what can be sent to the recycling market? Why pay for hauling it to the landfill when you can give it to recyclers?

We understand responsible waste management as:

- knowing where, how and from what waste is generated;
- identifying waste that is in demand on the recycling market and preventing it from going to landfill;
- working to reduce the amount of waste going to landfill.



In 2018, we stated a goal of 20% reduction of the amount of waste sent for disposal from the Resort. The strategy for achieving it is to organize the collection of recyclables from recyclable waste generated at the Resort.



We have taken the following steps to achieve this goal:

- set up a regular and free service for the Resort's business community to pick up recyclables by providing the appropriate service with transportation, a transfer base, baling and storage equipment;
- established a network of large outdoor containers, which became intermediate transfer points for recyclable waste;
- implemented a mechanized regular collection of glass waste for recycling in Rosa Valley (since September 2020);
- carried out and continue to carry out work to familiarize the team and the business community of the Resort with the economic and environmental benefits of responsible waste management;
- organized separate collection of print paper and PET bottle waste in the Resort office;
- have largely exhausted the possibilities for collecting recyclables in the technical and administrative areas of the Resort but have begun to approach the customer area by organizing separate waste collection when cleaning hotel rooms and by setting up several experimental separate waste collection stations for Resort visitors in the public area.

In the first edition of the Rosa Khutor Sustainability Report, we stated that between May 2018 and February 2019, recycling more than **93** tons of cardboard and paper were shipped from the Resort 93 tons of paper and cardboard,

4,5 tons of plastic and **10** tons of glass.

Sent for recycling:

394.6 t

of paper and cardboard

25.2 t

of plastic

65.9 t

of glass

205 kg

of used batteries



Over the past two and a half years (up to and including June 2021), we have stocked:

301.6 tons of paper and cardboard

20.7 tons of plastic

55.9 tons of glass

On average, the Resort sends the following amounts of recyclables to the recycling market monthly:

14.7 tons of card board

1.4 tons of print paper waste

260 kg of PET bottles

274 kg of plastic film

475 kg of plastic boxes

4.7 tons of glass

Recycling rates at the Resort at the peak of the tourist season:

February of 2020:

22340 kg of cardboard and paper

1316 kg of plastic

February of 2021:

22152 kg of cardboard and paper

1554 kg of plastic

6180 kg of glass

March of 2021:

23347 kg of cardboard and paper

2254 kg of plastic

7890 kg of glass

At the end of 2020 Rosa Khutor Resort provided for disposal of the first batch of used batteries with a total weight of 205 kg. This batch of highly hazardous waste was generated mainly in the hotel industry and was sent to GK «Megapolisresurs», the leading enterprise for recycling batteries, located in Chelyabinsk.

Batteries are highly hazardous waste, but can be successfully recycled, because they contain 22% iron, 13.5% zinc, 33.5% manganese compounds, 8% graphite, as well as water, plastic, paper and electrolytes. Batteries are widely used in the hotel industry (TVs and air-conditioners remote controls, electronic locks, room safe boxes, etc.).



Photo: Yekaterina Lyzlova, Yuga.ru and GK "Megapolisresurs"

These accomplishments speak for themselves, but has the 2018 goal of 20% reduction of the amount of waste sent for disposal from the Resort been achieved?

We need to go into details to answer this question:

- on average, about **3000 m³** of solid municipal waste leaves the Resort each month for disposal, i.e., approximately **100 m³** of waste daily
- this waste is accumulated in standard containers (their volume is mostly **1.1 m³**);
- thus, just over **2700 1.1 m³**, standard containers are taken away by dustcarts monthly;
- At the same time every month on average we send **21–22** tons of waste which is rather heterogeneous in composition, volume and weights of separate components from the territory of the Resort to the processing market.

How do we bring this data into correlation?

Let's try to take a closer look at the different fractions of recyclable waste that we send to the recycling market rather than to the dustcart and landfill site.

Cardboard:

- A box of three-layer corrugated cardboard (350 g/m²) 300*250*250 mm weighs 0.2 kg
- how many of these boxes are there in a standard 1.1 m³ waste container::
- – if neatly stacked, there are 59 pieces, i.e. 12 kg of cardboard
- – if not carefully packed, then there are 30 boxes or 6kg of cardboard
- how many of these boxes do we save from going to the landfill each month if we deliver 14.7 tons of pressed cardboard for recycling? $14700/0.2=$ **73 500**
- how many containers of neatly stacked boxes did we not put into the dustcart? $73500/59=$ **1246**
- how many containers of sloppily stacked boxes did we not put into the dustcart? $73500/30=$ **2450**

PET

- the weight of a 0.5 liter plastic bottle is 30 grams, i.e. 0.03 kg.
- 200 tightly packed bottles occupy 0.2 m³, i.e. one bottle packed together with others occupies 0.001 m³, while a loose bottle, say, takes twice as much space, i.e. 0.002 m³.
- Every month we save **260 kg** of PET bottles from the landfill, i.e. **8667** bottles or 8.7 m³ of neatly packed bottles, or **17.4 m³** of sloppily packed ones;
- Thus we have **8** standard containers with 1.1 m³ of neatly stacked bottles or **16** similar containers with bottles in bulk monthly.





Dmitriy Kolosov

Environment & Sustainability
Director

The Rosa Khutor team will continue to work on responsible waste management, based on the following priorities:

- reducing waste generation at the Resort
- increasing the amount of recyclable materials from the waste stream generated at the Resort
- prevention of recyclable waste getting into the mixed waste stream and then into dustcarts and to landfills
- further separate collection of recyclable waste in various production areas and operating segments
- expansion of the list of types of recyclable materials collected at the Resort
- expansion of opportunities for guests of the Resort to become participants in the program of separate collection of recyclable waste.

Polyethylene film:

- specific weight of polyethylene: 950 kg/m³ if polyethylene is in solid bulk;
- the density of the film in bulk is 30 kg/m³, but it should be well-baled;
- even if we count at a minimum, we prevent 9.1 m³ of film (274 kg) that could be placed in 9 standard 1.1 m³ garbage cans from getting into a landfill monthly.

Plastic crates for fruits and vegetables:

- the dimensions of the standard crate are 30*30*18cm, and the weight is 0.5 kg
- We save **475 kg** or **950** of these crates from the landfill monthly
- one standard garbage can of 1.1 m³ can comprise 51 such crates if they are neatly packed, and if they are thrown sloppily, then twice as less, let's say some **25**
- thus, every month we prevent from **38 to 19** standard garbage cans filled with plastic fruit and vegetable crates from going to the landfill.

Glass:

- since September 2020, we have been collecting glass in the Rosa Valley area, relying on a network of 12 standard 1.1m³ containers, with so-called big-bags inside, which allow mechanized transfer of heavy glass from the container to the vehicle
- on average, packers load 19 of these containers of glass to their transport monthly.

Thus, on average, each month Rosa Khutor recycles a volume of recyclable waste capable of filling from **1301 to 2532 1.1 m³** standard containers.

Based on the fact that the average volume of waste removed from Rosa Khutor by dustcarts amount to about **2700** standard containers of 1.1 m³ monthly, we may conclude that the Resort provides from **32.5% to 48.4%** of the total volume of waste generated on its territory.

The early 2018's goal of 20% reduction of the amount of waste sent to landfills from the Resort is well off the starting blocks



ROSA  KHUTOR

ROSA  KHUTOR