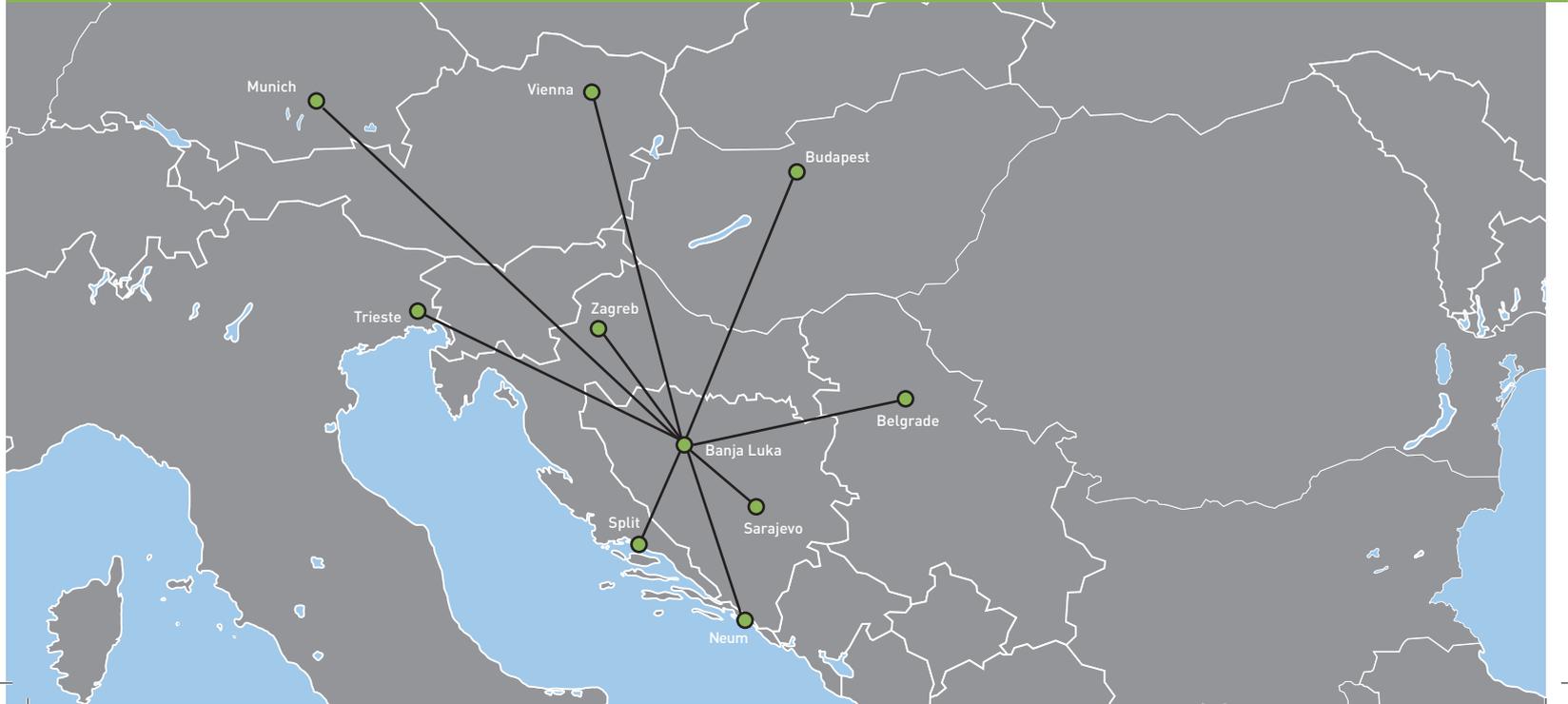


B U S I N E S S   O P P O R T U N I T Y



# A PROJECT FOR BUILDING **A CONGRESS CENTER AND HOTEL**

Banja Luka - Bosnia and Herzegovina



# INTRODUCTION

Banja Luka is a university, economic, financial, political and administrative center of the Republic of Srpska (one of the two entities in Bosnia and Herzegovina) with an estimate of about 200,000 inhabitants. The wider region encompasses around 500,000 inhabitants.

It is a modern European city and a recognizable center in the regional environment. A safe, humane and urban environment of healthy living with rich cultural and sports facilities where entrepreneurship, knowledge, potential and results are recognized and valued.

Banja Luka is located in the northwest of Bosnia

and Herzegovina, very close to the border with the Republic of Croatia and with the European Union. The proximity of the motorway and the connection with the road and railway corridors in the Republic of Croatia / EU, as well as a good connection with the centers within the country, characterize Banja Luka as an extremely favorable business location. The international airport of Banja Luka is located 23 km from the city center and has direct flights to Serbia, Germany, Belgium and Sweden, with the tendency of further air traffic development.

Given its geographic position and the traffic infrastructure, Banja Luka has a favorable tourist position and as such it can still be developed as a transit city.

# BANJA LUKA TOURIST STATISTICS

According to the statistics, there were 85,060 arrivals and 132,283 overnight stays in Banja Luka in 2018. Out of the total number of arrivals, 38,576 or 45.8% were domestic, and 54,368, or 54.2% were foreign guests, with a tendency of steady growth. With regard to the number of overnights, there is an even greater percentage difference between domestic and foreign tourists compared to the number of arrivals. In 2018, foreign guests spent 78,488 overnight stays or 59.33%, compared to 53,795 or 40.67% of domestic guest nights. Banja Luka participates with 22.28% in total arrivals in the Republic of Srpska and 14.27% overnight stays, making it the first destination in the Republic of Srpska by number of arrivals and the second destination by overnights (after Teslić).

Data analysis of tourist arrivals show that Banja Luka has no emphasized seasonal arrivals, visits and overnights, which is good for every destination.

Banja Luka stands out as a destination where, in a very small area, there are conditions for practicing different forms of adventurous activities. Tourists can enjoy day rafting and canoeing on the river Vrbas, cannoning on the river Švrakava, free climbing, mountain biking, riding on the mountains Kozara and Manjača, tandem skydiving and panoramic flights, dajak riding, hiking on the route Manjača, Kozara and Čemernica.

During the year, Banja Luka hosts a series of manifestations of different character that complement the city's tourist offer. Banja Luka is a city of sports, and it is truly confirmed by the rich sports history that puts the "city on the river Vrbas" at the top of the sports centers of Europe. By its sports successes, the city is one of the cities with the greatest number of trophies in the territory of the former Yugoslavia (a total of 13 Olympic medals). In 2018, Banja Luka hosted many state and European sports competitions.







Banja Luka has a great potential to develop health tourism that can be based on greenery, active vacation, dental and medical services.

The turbulent past and events happened in the past centuries led to the creation of an environment with different religions. Banja Luka has significant potential for development of religious tourism that have not been used adequately in the past. Different religious communities, temples and religious events are a special attraction for tourists and visitors who wish to become acquainted with religious heritage and to do pilgrimage.

As a high school center and a university town, Banja Luka attracts students from the surrounding areas and generally from the Republic of Srpska and BiH. There is a need to open international campuses to attract young people from other countries. Also, development of educational tourism is advancing through the organization of informal education (seminars, courses, etc.)

Banja Luka is also the town of many fairs, where several international fairs are organized during the year. Banjaluka is the venue for numerous meetings, seminars, conferences and other



gatherings. Over the last few years, Banja Luka has hosted many scientific conferences, congresses and conferences at state, European and world level.

Based on the analysis of the current situation and with an aim to encourage future growth and development of the community, Banja Luka has adopted the Integrated Development Strategy 2018-2027 as a key strategic and planning document of the city of Banja Luka. It was designed as a framework for defining common goals, encouraging local potential, and in response to the challenges of the future development of the

City and its overall life. As such, the Integrated Development Strategy is in line with development strategies and policies at higher levels of the government, but also with other sectoral strategies and legal frameworks.

One of the strategic goals of this document is the development of tourism, which includes programs and projects related to tourism, among which, the construction of a multifunctional concert hall is one of the most important. This includes other tourist infrastructure with the aim of expanding accommodation capacities in the city.

# MULTIFUNCTIONAL HALL / CONGRESS CENTER AND A HIGH CATEGORY HOTEL IN BANJA LUKA

## CONCEPT

A multifunctional hall / congress center in Banja Luka and a high category hotel should partially initiate tourism and cultural economy - congress tourism and cultural offer of the city of Banja Luka and, consequently, of the entire Republic of Srpska. This complex and the hotel should be the multipurpose facilities that contribute to the city offer and enhance the potential of the surrounding areas and the region. Their purpose, capacity, structure should represent their environment as dynamic, developmental, inclusive and sustainable. Banja Luka's great potential for congress tourism are now put into

operation. The expected effects are promotional, economic, financial, cultural and political.

The location of Banja Luka within the triangle of the regional cities of Belgrade, Sarajevo and Zagreb shows its strategic position in the Balkans peninsula. The close proximity of Banja Luka and the mentioned cities should be the main beneficiaries of the mentioned complex. This complex has potential to attract visitors from the wider regional environment of Banja Luka, from Central Europe, the Mediterranean and the Middle East.



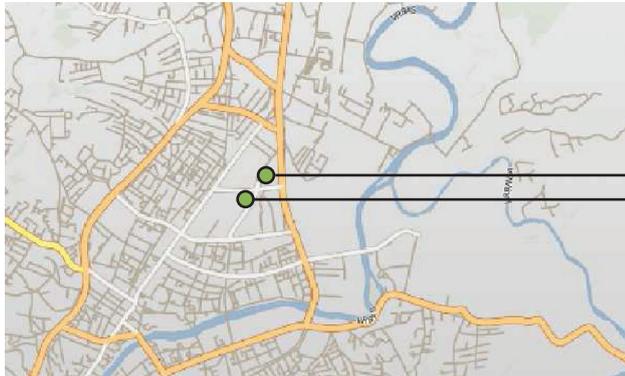
## LOCATION

This complex should be located between the park Mladen Stojanović, Olimpijskih pobjednika Str. and Bulevar srpske vojske Str. and the route M4.

This location is owned by the city. Immediate proximity to the city center with its significant and diverse offers makes this location suitable for its purpose; the building of the Government of the Republic of Srpska, the city stadium, the city park and the shopping mall (DELTA) which is under construction.

In this way, the congress center is supported by its contents, so the immediate environment of its support is functioning.

On the other hand, the congress center complements other contents of this location, making them more attractive and more efficient. The conditions for better functioning and the possibility of private - public partnership require a separate location for multifunctional hall / congress center and a high category hotel.



**MULTIFUNCTIONAL HALL / CONGRESS CENTER**

**HIGH CATEGORY HOTEL**

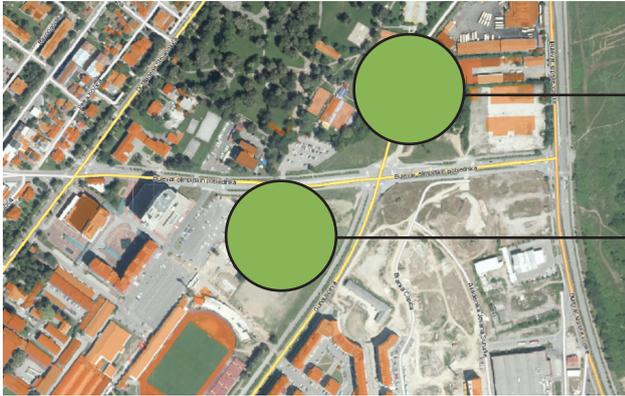
Complex location within Banja Luka center area

#### PLOT AREA

<b>MULTIFUNCTIONAL HALL /CONGRESS CENTER</b>	<b>8.508 m<sup>2</sup></b>	<b>HIGH CATEGORY HOTEL</b>	<b>16.316 m<sup>2</sup></b>
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#### PARAMETERS BASED ON THE CURRENT REGULATION

<b>MULTIFUNCTIONAL HALL /CONGRESS CENTER</b>		<b>HIGH CATEGORY HOTEL</b>	
• Construction coefficient	4,2	• Construction coefficient	4,2
• Occupancy coefficient	0,8	• Occupancy coefficient	0,8
• Overhead gross construction area	35.000,00 m <sup>2</sup>	• Overhead gross construction area	68.000,00 m <sup>2</sup>
• Minimum green area	20%	• Minimum green area	20%



MULTIFUNCTIONAL HALL / CONGRESS CENTER

HIGH CATEGORY HOTEL

The complex of multifunctional halls / congress center and high category hotel should satisfy the following purposes:

Congress tourism

Culture

Administration

Trade

Catering

Media center

4-star category accommodation

VIP accommodation

Accommodation for state officials

Recreation



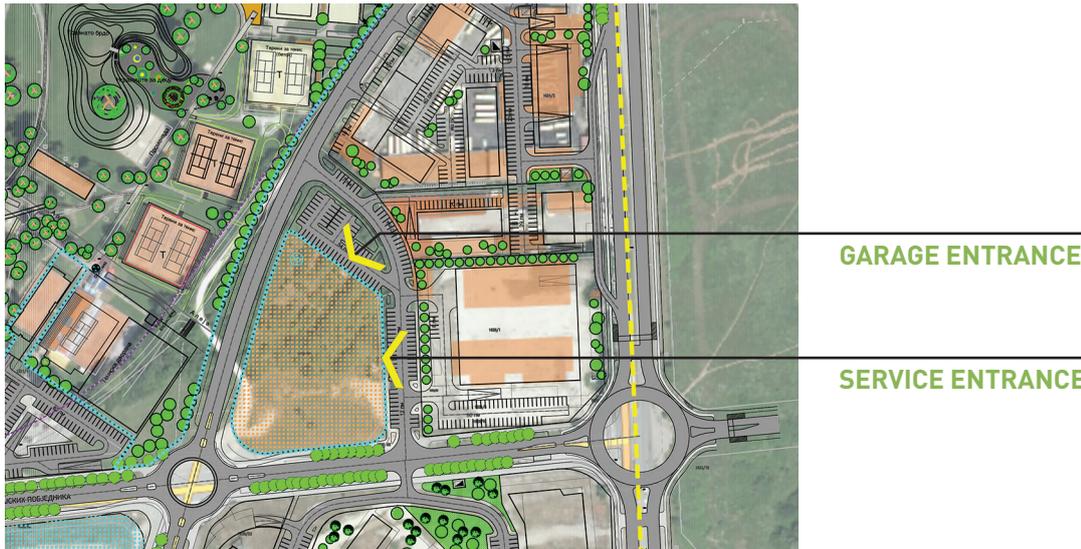
Location: Concert- Congress Center

The abovementioned facilities are articulated within two architectural structures on two opposite locations and represent one spatial element consisting of the following segments:

THE COMPLEX OF MULTIFUNCTIONAL HALLS / CONGRESS CENTER	HIGH CATEGORY HOTEL
• Congress-concert center with multi-purpose hall ca 1500 seats	• Ca 300 people
• Small concert hall with ca 200 seats	• Several small halls
• Theater hall with ca 500 seats	• Several restaurants
• Exhibition hall for permanent and occasional exhibitions	• Shops
• Administration part	• Gyms
• Pres center	• Wellness
• Restaurants, coffee shops	• Press center
• Underground garage	• Underground garage
• Auxiliary facilities	• Auxiliary facilities

# CONCERT AND CONGRESS CENTER WITH A MULTIPURPOSE HALL OF 1500 SEATS

Plot: Concert-congress center with road access



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The main part of this center is a multi-purpose hall with 1500 seats. It is designed as a concert hall with all the necessary features for performance of music-stage works and also serves as a congress, plenary hall.

Taking into account that concert is the dominant, more demanding content of the hall, the basic parameter is the volume due to the requirements of the acoustics. Its total volume should be about  $10,000.00 \text{ m}^3$ , or about  $7.0 \text{ m}^3$  per visitor, as this is the optimum for concert halls.

The hall of this capacity requires arrangement of a parterre with three balconies for the line and distance purpose and viewing of the scene.

Concert hall stage area. The stage should create conditions for performing classical structure music plays. This classical structure is spatially and technologically most demanding, and hence is established as a base so that plays of different demand types can fit in.

**It includes the following:**

- Orchestra area of ca  $200,00 \text{ m}^2$
- Main stage of ca  $400,00 \text{ m}^2$

- Two side stages, each of ca  $400,00 \text{ m}^2$
- Back stage of ca  $400,00 \text{ m}^2$
- Decor storage, several units in total space of ca  $1600,00 \text{ m}^2$

These sizes indicate a parametric principle that in the classical setting of the stage space, the space of the decoration storage occupies approximately the same surface as the stage. Such a stage concept creates conditions for performing and maintaining the following drama plays and events:

- Concerts
- Operas
- Musicals
- Ballet
- Drama plays
- Congresses
- Combined stage events

**It includes the following additional space for:**

- rehearsal rooms, big and small, ballet rehearsal, rehearsals of choirs and soloists
- vocal coach,
- directing and conducting, painting room, painting and decoration workshop and the necessary sanitary facilities



An example of a concert hall for about 2000 visitors; Elbphilharmonie in Hamburg, Federal Republic of Germany; authors: Herzog and de Meuron

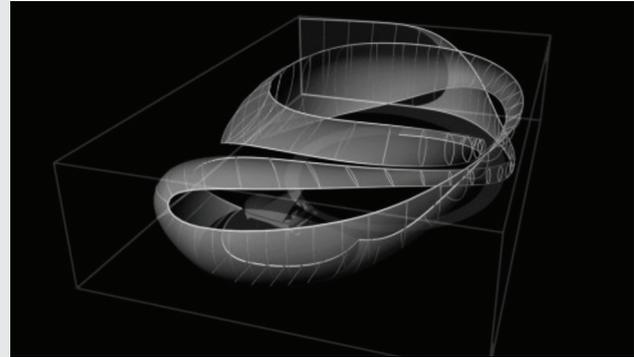
- wardrobes for the performers by sectors; choir, ballet, soloists - ballet, opera and drama champions
- rooms for makeup and hair stylist
- television studio
- coffee shop

Small concert hall. This space makes concert offer more efficient and more flexible. It is intended for chamber music concerts and monodramas as well as for different recitals and performances. It does not have additional facilities but uses the capacity of a large concert / congress hall.

A theater with a hall of about 500 seats. Theater with a hall of about 500 seats is a spatial improvement of the existing capacity in Banja Luka. It is a contemporary hall whose technology allows demanding performance in terms of audio-visual expression.

The total volume of this hall should be about 3000,00 m<sup>3</sup>, or about 4,5 - 5,0 m<sup>3</sup> per visitor. This figure is also the optimum volume of the auditorium for drama performances.

The hall of this capacity requires to be arranged as a parterre with a balcony for the line and



An example of a small concert hall; concert hall Johan Sebastian Bach; Manchester, Great Britain; author: Zaha Hadid – a study of shape and acoustics.



An example of a small concert hall; concert hall Johan Sebastian Bach; Manchester, Great Britain; author: Zaha Hadid

distance purpose and viewing of the scene. The distance parameter also includes a maximum of 35 meters between the stage and the audience. Theater hall stage. The theater stage should create conditions for performing drama plays of classical structure. The aforementioned classical structure is spatially and technologically most demanding, and it is established as a base so that the presentation of other types of requirements can fit in.

**It covers the following:**

- main stage of ca 150,00 m<sup>2</sup>
- two side stages of ca 150,00 m<sup>2</sup>
- back stage of ca 150,00 m<sup>2</sup>
- decoration storage, several units in the total square of ca 500,00 m<sup>2</sup>

These sizes indicate a parametric principle that in the classical setting of the stage space, the space of the decoration storage occupies approximately the same surface as the stage. Such a stage concept creates conditions for performing and maintaining the following drama plays and events:

- Drama plays
- Combined stage events



An example of a hall for ca 400 visitors; The Winston Churchill Theatre and Hall, London, Great Britain; the hall is adaptable and can be arranged as classic – with chairs for a Shakespeare theater – for standing with tables receiving ca 210 visitors



Example: Concert hall Zaradje– Moscow

**It includes the following additional space for:**

- rehearsal rooms, soloists
- directing and conducting, painting room, painting and decoration workshop and the necessary sanitary facilities
- wardrobes for the performers and drama champions
- rooms for makeup and hair stylist
- coffee shop

Exhibition part with a permanent and occasional exhibition gallery. This space represents the expansion of exhibition and museum capacities of the city of Banjaluca. It consists of two parts: permanent and occasional settings.

The permanent setting can include contemporary art or native character and thematic contents such as, for example, the theater, economic or cultural tradition of the city.

The occasional setting follows the rhythm of contemporary art, encompassing visiting exhibitions and congress materials, and constantly complementing the existing city capacities.

These spaces are also used for congress purpose.

They exhibit material related to congress events as well as other program concepts - drama, ballet, opera and the like.

This space is supplemented with the corresponding auxiliary premises of appropriate wardrobes, cafes, directory room, storage rooms and the like.

Administration. This spatial segment includes office facilities related to congress events. Spatial wise, they represent an independent entity that can be attached, if necessary, to other center offers.

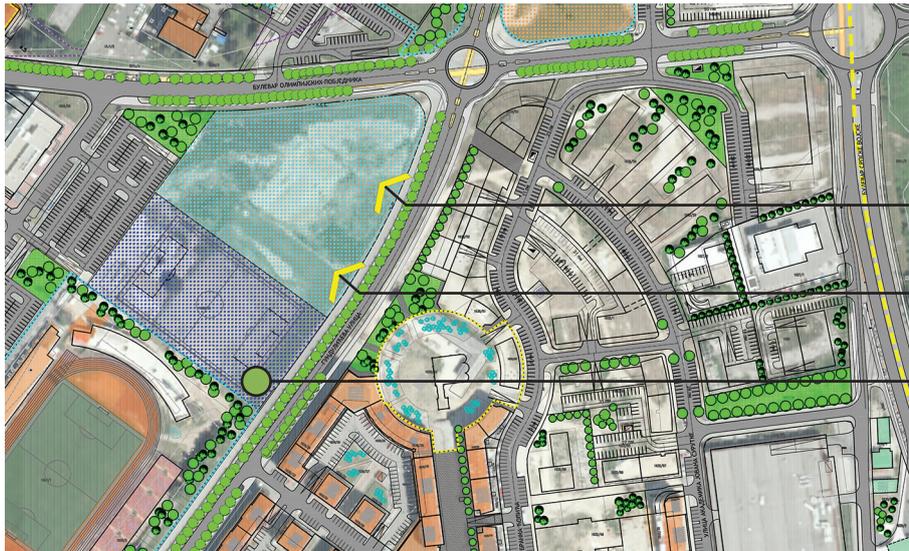
There is an idea to create an RS financial center as well as a stock exchange within this area. These can be supplemented with office renting capacity.

The designed spaces create conditions for more efficient work and cooperation of the mentioned organizations.

Restaurants, coffee and refreshment shops. The center's catering facilities include boarding, national and thematic restaurants, fast food, hot and cold buffet meals as well as cafeterias. It has a part related to certain contents such as congress halls and administrative part as well as its own independent segment.

# HIGH CATEGORY HOTEL

Plot: high category hotel with road access and outdoor sports terrains



GARAGE ENTRANCE

SERVICE ENTRANCE

OUTDOOR SPORTS GROUNDS



Location: high category hotel

The hotel should meet four-star category standards. Spatial and construction hotel category meet the 4-star hotel standards. Higher category means non-stop work of hotel services. Thus, such a hotel, if it works 24 hours, can get even higher categories.

Accommodation with ca 300 rooms. This should create conditions for a comfortable stay of the most demanding categories of guests. Its main purpose is to accommodate congress participants

and other gatherings, and represents the most luxurious offer of this type in the area in the city and the region.

**Room structure should include:**

- double rooms of standard size and equipment for this category (300 rooms)
- 15 apartments (5% of the total number of rooms)
- presidential suite within the VIP block.



Example of a high category hotel room

Several small halls. An integral part of the hotel is a battery of auditorium-halls with various capacities for seminars, which would be modular and can be combined.

Restaurants, coffee shops, refreshment bars. The hotel's catering facilities include boarding, national and thematic restaurants and the like. It has a part related to certain offers such as seminar rooms.

#### **Catering include:**

- Boarding restaurant, with ca 450 seats (120 tables) with classic offer. This restaurant should serve food for hotel guests in the restaurant system offer and thematic restaurants offer, buffet and cocktails – services
- National and thematic restaurants – pica restaurant, Chinese restaurant, etc, with a total of 400 seats in sitting and self-service
- Tavern
- Bar

Shops with consumer goods. The hotel should have a “shopping street”, that is, a space with stalls or stores with consumer goods.

Recreational area. This includes indoor and outdoor

recreational and sports facilities. Indoor facilities include: gym, bowling alley, swimming pool, squash, badminton, small sports field - handball, volleyball and basketball. The outdoor part includes tennis courts on the hotel grounds as well as parts for kids.

**Wellness part includes:** different saunas, rooms for body treatments. A special section includes a hairdresser, beauty salon and dermatology room. Kindergarten is also included.

#### **GENERAL REMARKS**

Architectural-spatial articulation of the complex. The complex of multifunctional halls and high category hotel is situated on two opposite parcels separated by road and roundabout. In architectural terms, it is desirable that they make one architectural-spatial ensemble. They should be designed in the spirit of contemporary architecture expressing wider artistic and shaping trends of the current epoch.

**Flexibility of space:** The backbone of the complex is the congress center, hotel, theater and administrative department. Other contents support and represent a kind of spatial link between the above mentioned. They can spatially overlap by changing their capacities as needed, by bonding to each other.



Example of a „shopping street “,  
which become a standard offer of a high category hotel

# PROJECT IMPLEMENTATION METHODOLOGY

## PROJECT IMPLEMENTATION METHODOLOGY INCLUDES THE FOLLOWING STAGES:

1. Organization of an international, public, anonymous architectural-spatial urbanistic competition for obtaining the concept design for the Congress Center
2. Feasibility study for spatial structure and capacity
3. Budget proposal draft
4. Development of design and technical documentation
5. Fund raising
6. Construction works
7. Opening of the Banja Luka Congress Center

A feasibility study is the basis for the implementation of this project. It encompasses the analysis and synthesis of the contents and parameters that define the complex of multifunctional halls and high category hotels.

The study is completed with the material that represents the basis for the drafting of the project assignment for the international architectural-spatial competition.

Until March 15, 2019 – define competition project assignment, set up the competition secretariat and evaluation committee – competition jury.

Competition will be published on the RS public procurement website, including websites of the regional associations of architects in the period March 15-20, 2019.

The report of the evaluation committee and ranking list should be completed by August 10, 2019, after which an exhibition of the works received should be organized.

The technical documentation should be completed in 2020 followed by the selection of contractor.









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