RUSSIAN TOURISM ROADSHOW
London, Berlin, Paris
2012
WHAT: RUSSIAN TOURISM ROADSHOW TO EUROPEAN CITIES
WHERE: London, Berlin, Paris
WHO: From Russian side:
- Representatives from tourism authorities of major destinations
- Hotels and tour-operators in Russia
From Western side:
- Tourism authorities
- Travel trade, investors
- Media and alliance part

WHY: - Promoting trade, investment and tourism opportunities of Russia
- Building on international business partnerships
- Developing tourism between Europe and Russia
- Benchmarking of the best European practices
ROAD SHOW DESTINATIONS / KEY EUROPEAN MARKETS FOR RUSSIA

INBOUND TOURISM IN RUSSIA FROM EUROPEAN COUNTRIES

Germany – ranked II – 514 000 arrivals
United Kingdom – ranked III - 190 000 arrivals
France – ranked VI - 155 000 arrivals
RUSSIAN TOURISM ROADSHOW TO EUROPEAN CITIES:
Promotional and networking tool of Russian Tourism Authorities

MISSION: to increase awareness about Russia as a destination with rich cultural and natural heritage, as well as business and leisure destination to MICE (Meetings, Incentives, Conferences and Exhibitions) experts on short haul flights between Europe and Russia, an attractive market for visitors and investors

MAIN GOAL: to strengthen ties and boost awareness of European travel trade and investment experts of Russian tourism offers

FRAMEWORK: participation in 2- or 3-day trip to one of the defined destinations according to the chosen topics (London, Berlin, Paris)

RESULTS: the road show is expected to attract interest to the market areas that are not yet been exposed to European counterparts and result in upscale of investments and sales volumes for the promising Russian destinations
RUSSIAN TOURISM ROADSHOW

DISCOVER UNIQUE RUSSIAN TOURISM DESTINATIONS AND EXPLORE NEW OPPORTUNITIES

Central Russia
South of Russia
North-West of Russia
Volga Region of Russia
Urals & Siberia Region of Russia
Moscow / Saint Petersburg
Far East of Russia

BEST TOURIST FACILITIES OF DIFFERENT REGIONS OF RUSSIA

ATTRACTIVE OPPORTUNITIES FOR INVESTMENTS

BRIGHTEST BRANDS OF THE RUSSIAN TOURIST MARKET

NATURAL AND CULTURAL HERITAGE OF RUSSIA
The heritage of Central Russia cities is built-up by the crucial moments of the Russian eventful history. Nowadays numerous architectural ensembles, historical places, churches, cloisters and ancient mansions of different periods and styles attract millions of pilgrims and tourists searching for new culture-cognitive destinations. The best way to make a clear picture of the Central Russia architecture, artistic heritage and living traditions of Russia is to visit big cities and small towns of the Golden Ring of Russia.
In summer: many resorts of the Black sea coast of the Krasnodar Region are competitive with popular foreign centers of beach-related rest today. Experienced mountaineers and big fans of mountain trekking can climb the highest peak of Europe — the Elbrus (5642 m).

In winter: the most advanced skiers and snowboarders will have the incomparable pleasure of skiing on the Elbrus or the Dombai and, of course, in Krasnaya Polyana, which will welcome the participants of the Olympic Games in Sochi in February 2014.
The Region is washed by Baltic, White, Barents, Pechora and the Kara Seas. It is rich in forests, stone, ecologically clean water, flora and fauna, as well as in people aspiring to live in harmony with the beauty of surrounding nature. The Region is becoming more popular among people fond of ecological and active tourism.

The region is a home of Russian most ancient cities like Veliky Novgorod. Traditions and handicrafts of peasants are continued in everyday and cultural life of the villages and settlements of the north-west region.
Where Europe meet Asia.
The culture that have been influenced by great movements of people from Asia to Europe.
The cultural legacies of Russian merchants, Tatar tribes and German colonists are displayed in the ancient kremlins, spire-toped mosques and Lutheran churches along river banks.

The region has varied tourist facilities to meet the demand for river cruises, fishing and hunting, rural, eco and culture-cognitive tourist routs.
Large territories of the Russian Siberia are the best place to master the skills of running a deer or a dog team and at the same time to see and experience all the flavor of traditional lifestyle of indigenous small ethnic communities.

The largest fresh-water and deepest lake in the world - Baikal - is famous, first of all, for the beauty of its nature. But this region is also rich in sights of cultural and educational tourism.
The land of gold and diamonds between Baikal Lake in Eastern Siberia and the Pacific Ocean is one of the spots on our planet where primeval nature and variety of animal and plant species is preserved.

This is the only place in the world where you can find Hooded crane, Ross gull and white Siberian crane. Moose, Manchurian deer, reindeers, big horns, white and brown bears, foxes, sables and gluttons live in this intact taiga, tundra and amongst arctic eternal ice, fish like omul, broad whitefish, taimen, inconnu, pike and vendance - in the mountain lakes.
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WORKSHOPS PRIORITIES: Investment, Destination Marketing, Culture & Heritage Management

| Tourism Investment Workshop for Russia & Russian Tourism Roadshow | Russia - EU Workshop on Tourism Development & Russian Tourism Roadshow | Russia – France Heritage and Cultural Tourism Workshop & Russian Tourism Roadshow |
| Tourism投资趋势； | 可持续性发展； | 自然、文化和人力资源管理； |
| 投资推广和吸引力； | 行业产品质量管理； | 目的地品牌化和营销； |
| 风险投资和中小企业资金； | 竞争力工具； | 实际需求趋势； |
| 私人和公共对旅游业基础设施发展的贡献。 | 市场开放性和政策透明度问题； | 非价格竞争力支柱； |
| 素质行业的管理； | 会奖旅游和酒店业潜力。 | 多文化对话。 |
To provide European travel agents with the information on the range of Russian travel opportunities: services, destinations and tourism infrastructure.

To network and form strategic alliances with the buyers from Europe.

To learn from first hand on what Russia has to offer: products, services and destinations based on the commercial expertise.

To find out the opportunities available for trade and investment in Russian tourism market.

To benefit from promotional offers and gain some great prizes.
RUSSIAN ROADSHOW will present:

- Development Plan of the sector
- Culture and nature heritage of Prospective territories
- New destinations for inbound tourists
- Projects of tourism clusters
- Tourism products and services
- Key tourism indicators and pillars of Russian regions
- Investments Opportunities of the sector in Russia
- National culture experiences and expressions for foreign tourists
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- Culture and nature heritage of Prospective territories
- New destinations for inbound tourists
- Projects of tourism clusters
- Tourism products and services
- Key tourism indicators and pillars of Russian regions
April 2012: Russian Tourism Roadshow to Europe

Roadshow participants could gain special promotion prices for tours to the Russian Regions

May – June 2012: Tours to the Russian Regions for European Part

Workshops  Visits  Meetings  Negotiations