



Russian Federal Agency for Tourism

RUSSIAN TOURISM ROADSHOW

London, Berlin, Paris

2012



RUSSIAN TOURISM ROADSHOW

London
Berlin
Paris

WHAT: **RUSSIAN TOURISM ROADSHOW TO EUROPEAN CITIES**

WHERE: **London, Berlin, Paris**

WHEN: **12-13 Berlin, 16-17 Paris, 19-20 London, April 2012**

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



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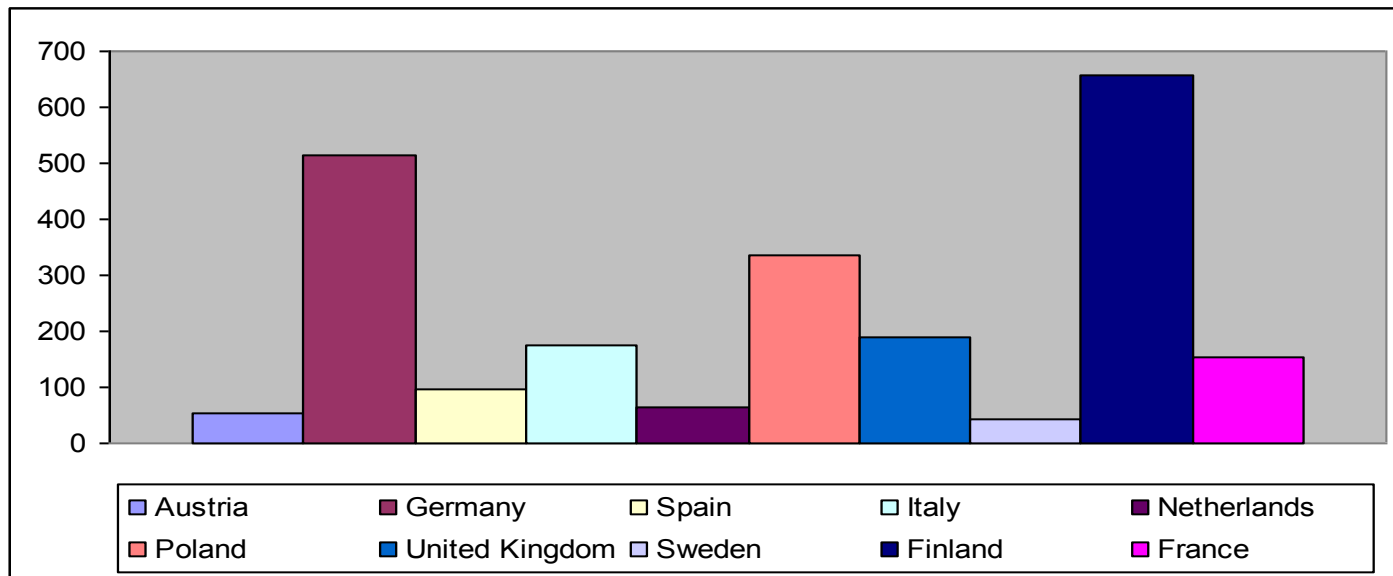
ROAD SHOW DESTINATIONS / KEY EUROPEAN MARKETS FOR RUSSIA

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





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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



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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



CENTRAL RUSSIA

TOURIST DESTINATION

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.



THE BEST OF

Belgorod Region

Bryansk Region

Ivanovo Region

Kaluga Region

Kostroma Region

Kursk Region

Lipetsk Region

Moscow Region

Orel Region

Ryazan Region

Smolensk Region

Tambov Region

Tula Region

Tver Region

Vladimir Region

Voronezh Region

Yaroslavl Region



SOUTH OF RUSSIA

TOURIST DESTINATION

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 BEST OF

Republic of Adygea
Astrakhan Region
Republic of Kalmykia
Krasnodar Krai
Rostov Region
Volgograd Region
Stavropol Krai
North Caucasus Republics:
Chechnya
Ingushetia
North Osetia-Alania
Kabardino-Balkaria
Karachaevo-Cherkessia
Dagestan



NORTH-WEST OF RUSSIA

TOURIST DESTINATION

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.



THE BEST OF

Arkhangelsk Region
Kaliningrad Region
Republic of Karelia
Komi Republic
Leningrad Region
Murmansk Region
Nenets Autonomous Okrug
Novgorod Region
Pskov Region
Vladimir Region
Vologda Region



VOLGA REGION OF RUSSIA

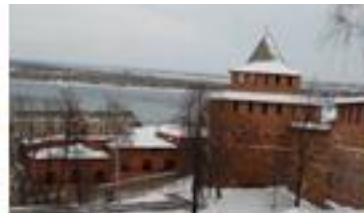
TOURIST DESTINATION

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-topped 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.



THE BEST OF
Astrakhan Region
Volgograd Region
Chuvash Republic
Bashkortostan Republic
Kirov Region
Mari El Republic
Mordovia Republic
Nizhny Novgorod Region
Penza Region
Permski Krai
Samara Region
Saratov Region
Republic of Tatarstan
Orenburg Region
Udmurt Republic
Ulyanovsk Region



URALS AND SIBERIA OF RUSSIA

TOURIST DESTINATION

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 BEST OF

- Altai Republic
- Altai Krai
- Buryat Republic
- Zabaykalsky Krai
- Irkutsk Region
- Kemerovo Region
- Krasnoyarsk Krai
- Novosibirsk Region
- Omsk Region
- Tomsk Region
- Tuva Region
- Republic of Khakassia
- Kurgan Region
- Sverdlovsk Region
- Khanty-Mansy Autonomous Okrug
- Chelyabinsk Region
- Yamalo-Nenets Autonomous Okrug



FAR EAST OF RUSSIA

TOURIST DESTINATION

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



THE BEST OF

Amur Region
Jewish Autonomous Region
Kamchatka Krai
Magadan Region
Primorsky Krai
Sakha Republic
Sakhalin Region
Khabarovsk Krai
Chukotka Autonomous Okrug



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EVENTS' STRUCTURE: 2 days

Business Program	Workshops Presentations Briefings Negotiations
Official visits of the Russian delegation	Embassies/Trade Missions of Russian Federation National Tourism Boards Regional Development Agencies City Halls and City Councils
Tours of local tourism infrastructure PR & Promotion Receptions	Companies/units/clusters Media cover, press-conferences, Communication, special events Networking



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BUSINESS PROGRAM KEY ISSUES

/

TRAVEL & TOURISM BANCHMARKING

Country	Rank/ Europe	Description
GERMANY	2	characterized by abundant cultural resources, ranked 6th worldwide for its 32 World Heritage cultural sites, 2nd for the number of international fairs and exhibitions held in the country, and 3rd for its creative industries; the country's infrastructure is among the best in the world, ranked 3rd for the quality of its ground transport infrastructure and 7th for its air transport infrastructure
FRANCE	3	attracts tourists with its rich cultural heritage (ranked 4th for the number of World Heritage cultural sites and 7th for creative industries); hosts many international fairs and exhibitions (ranked 5th), thereby attracting business travelers as well; France's ground transport infrastructure is among the best in the world (ranked 4th), with the quality of roads and railroads particularly well assessed, as well as its air transport infrastructure (ranked 6th)
THE UNITED KINGDOM	6	T&T competitiveness is based on its excellent cultural resources (ranked 3rd), strong human resources (ranked 8th), and solid ICT and air transport infrastructures (ranked 9th and 5th, respectively); the country also benefits from a supportive policy environment as well as significant focus on environmental sustainability



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WORKSHOPS PRIORITIES: Investment, Destination Marketing, Culture&Heritage Management

Tourism Investment Workshop for Russia & Russian Tourism Roadshow LONDON	Russia - EU Workshop on Tourism Development & Russian Tourism Roadshow BERLIN	Russia – France Heritage and Cultural Tourism Workshop & Russian Tourism Roadshow PARIS
<p>Tourism investment trends;</p> <p>Investment promotion and attraction;</p> <p>Venture investing and SME funding;</p> <p>Private and public contribution to the tourism infrastructure development.</p>	<p>Sustainability of industry development;</p> <p>Quality of the industry's products management;</p> <p>Territorial competitiveness tools;</p> <p>Market openness and policy transparency issues;</p> <p>MICE and Hospitality potential.</p>	<p>Natural, cultural and human resources management;</p> <p>Destination branding and marketing;</p> <p>Actual demand trends;</p> <p>Non-price competitiveness pillars;</p> <p>Intercultural dialogue.</p>



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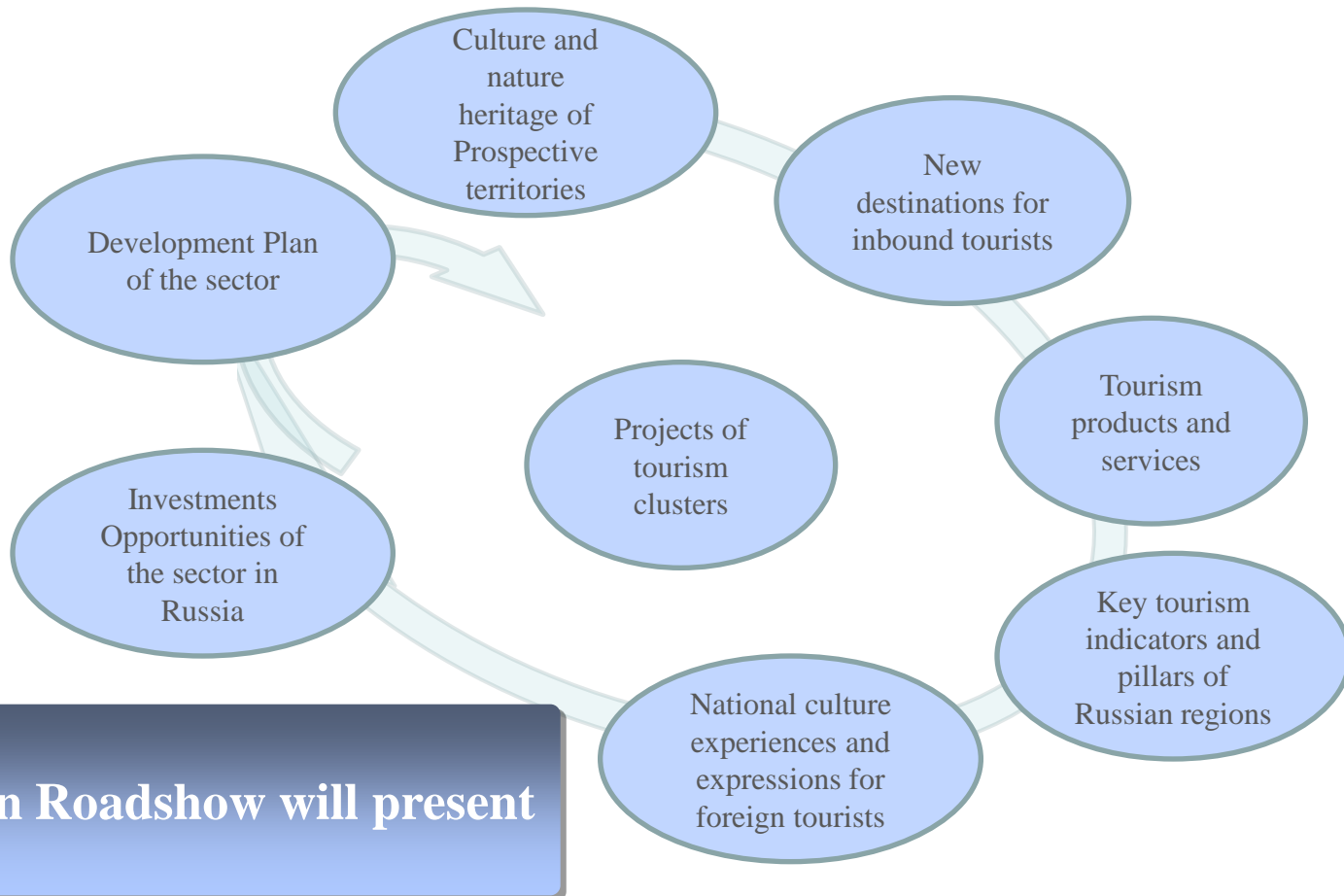
ROADSHOW - IDEAL PLATFORM





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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