



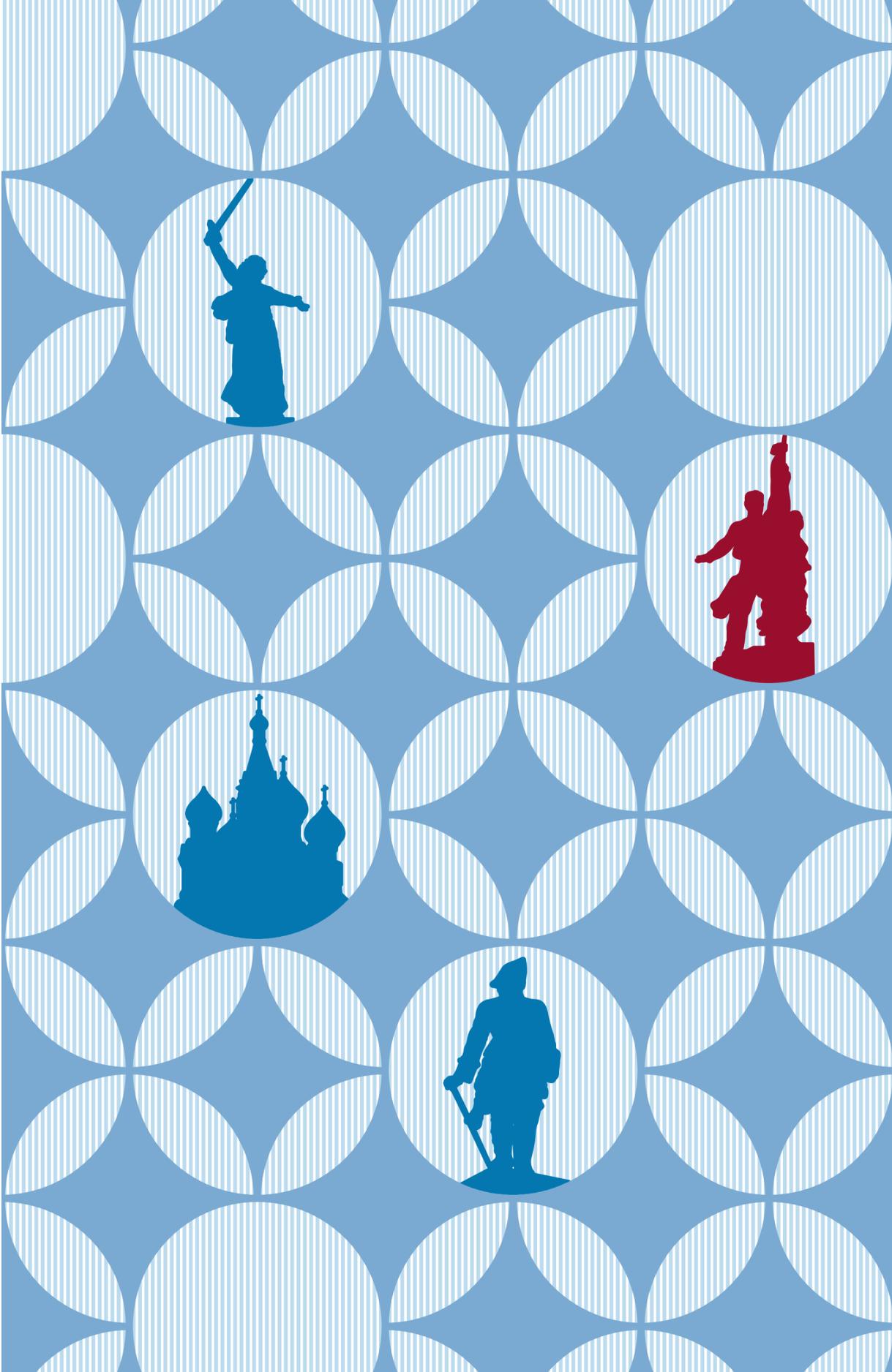
LET'S TRAVEL!

THE RUSSIAN
TOURISM
FORUM

12-16 JUNE **2024** MOSCOW

**EVENT
AT A GLANCE**

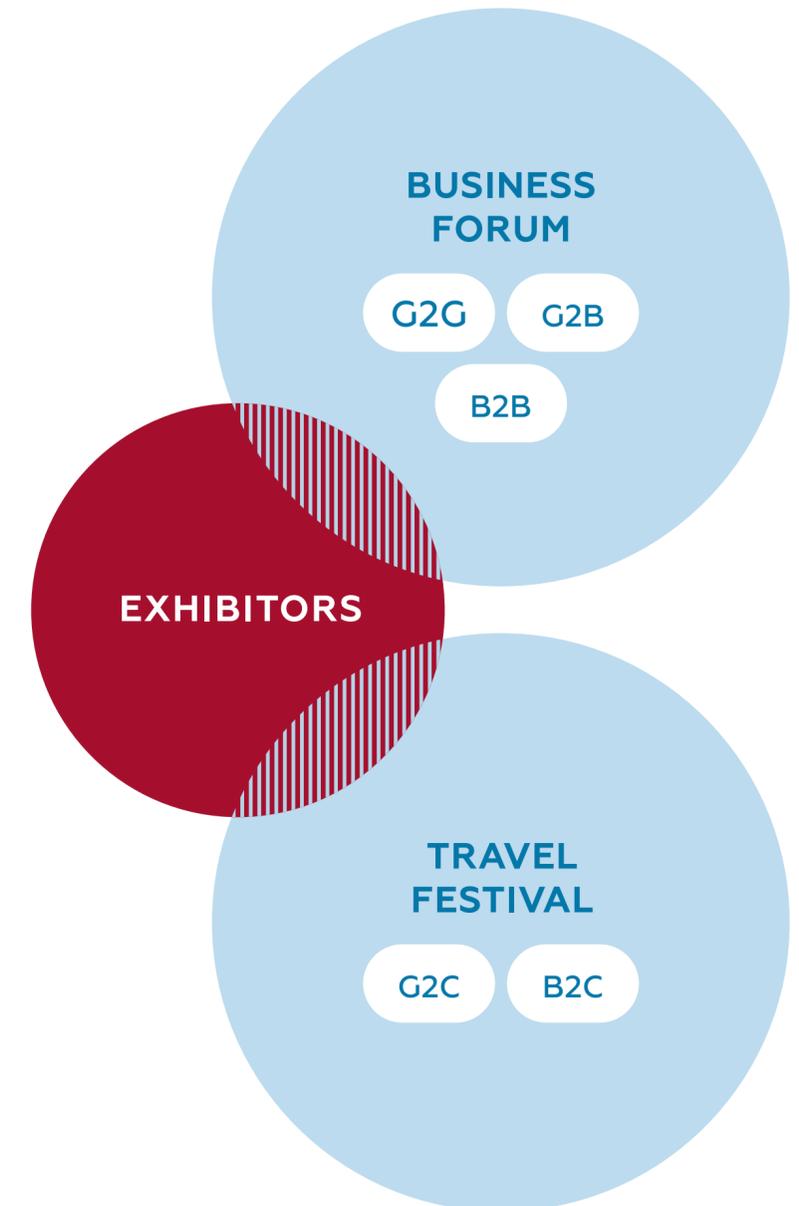
#LET'STRAVEL!



NEW LEVEL

TOURIST EVENT FROM THE ROSCONGRESS FOUNDATION

The Let's Travel! Russian Tourism Forum is a unique event that combines a business forum for high-level dialogue between government and business with Russia's largest tourist Festival for Travellers.



LOCATION AND VENUE

- **VDNKH – A HUB FOR MOSCOW'S BUSINESS AND SOCIAL LIFE**

- **50 HECTARES OF EXHIBITION AREA AND PARK**

- **FEATURED IN A TOP 50 RANKING OF THE WORLD'S GREATEST EXHIBITION CENTRES**

- **30+ MILLION YEARLY VISITORS**



Official tour of the exposition with the participation of M.G. Reshetnikov, Minister of Economic Development of the Russian Federation



THE SIGNIFICANCE OF THE EVENT

Dmitry Chernyshenko

Deputy Prime Minister of the Russian Federation



“The Let’s Travel! Russian Tourism Forum has been timed to coincide with the start of the tourist season. Roughly 60 regions of Russia and friendly countries such as Uzbekistan, Kyrgyzstan, and Cuba among others come here to showcase their tourism potential. Traditionally, it is a discussion platform for leading industry experts.”



COORGANISER



Ministry of Economic Development of the Russian Federation

OFFICIAL SUPPORT



Tourism and Hospitality Industry National Project



The State Duma

ГОСУДАРСТВЕННАЯ ДУМА
Федерального Собрания Российской Федерации



The Federal Assembly of the Russian Federation

WITH THE SUPPORT OF



Russian Union of Tourism Industry



The Association of Tour Operators of Russia

PAST EVENT STATISTIC

BUSINESS PROGRAMME

30
business
sessions

240
speakers

2800+
delegator

EXHIBITORS

200
companies

628
exhibitors

FESTIVAL PROGRAMME

80+
events on the Festival Stage

25
masterclasses in the
workshop area

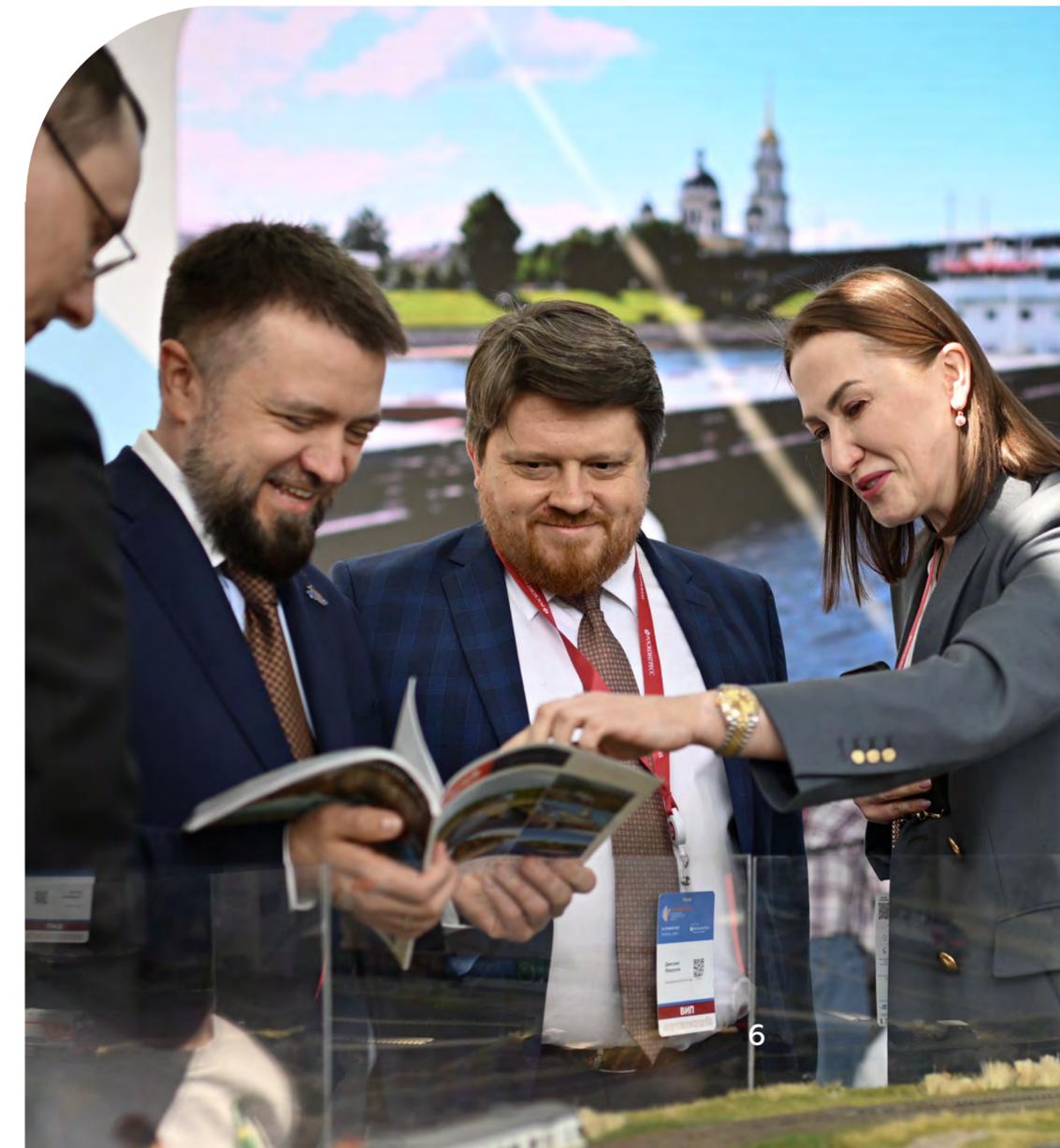
VISITORS

50 000+
visitors

Photos 2023



Video 2023





SUCCESS STORY 2023

Representatives from
11 countries took part
in «LET'S TRAVEL!»

Among countries: Kyrgyzstan,
Uzbekistan, Kazakhstan, Philippines,
Myanmar, Cambodia, Belarus, Armenia,
Serbia, Cuba and Indonesia



Dilfuza Samandarova

*Director of the National PR Centre,
Ministry of Tourism and Cultural Heritage
of the Republic of Uzbekistan,
2022 Country Partner*

"Our countries are united by the absence of a language barrier and a common historical past.

Only 3.5 hours of flight and Russian tourists will be able to get acquainted with all the variety of travel in Uzbekistan. «The Let's Travel!» Forum in 2022 became the main platform where Uzbekistan was presented to the representatives of the tourism business in Russia and tourists."

Maksat Usubaliev

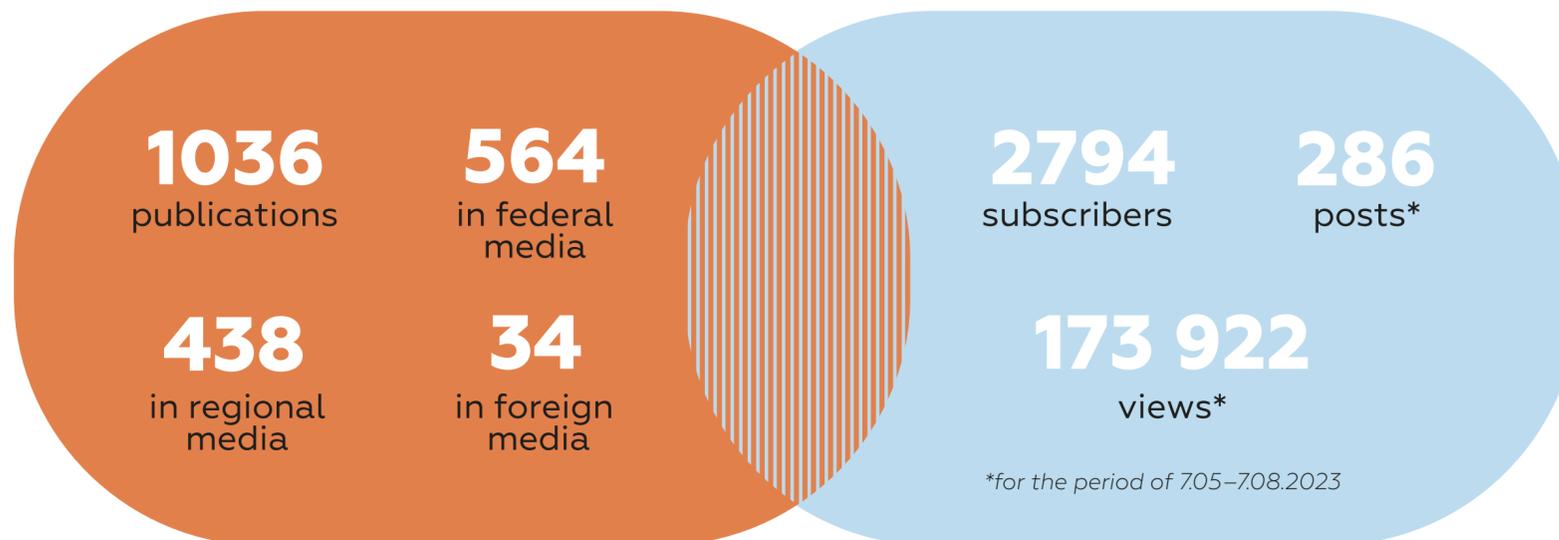
*Advisor to the President
of the Tourism
Development Support Fund
of the Kyrgyz Republic,
2023 Country Partner*



"The Let's Travel! Russian Tourism Forum is first and foremost an opportunity to promote the tourism potential of our cities and the country as a whole. The format we have chosen with the Kyrgyz Republic as a partner country has made it possible to have the country featured throughout the event – at the Forum itself and in the business exhibition and tourism festival. As a result, we have been able to present our country on a grand scale to different audiences. It's an excellent platform for communicating with tourism industry experts, sharing experience, and finding new solutions for different areas of tourism. For us, «Let's Travel!»- 2023 was held to the highest standards."



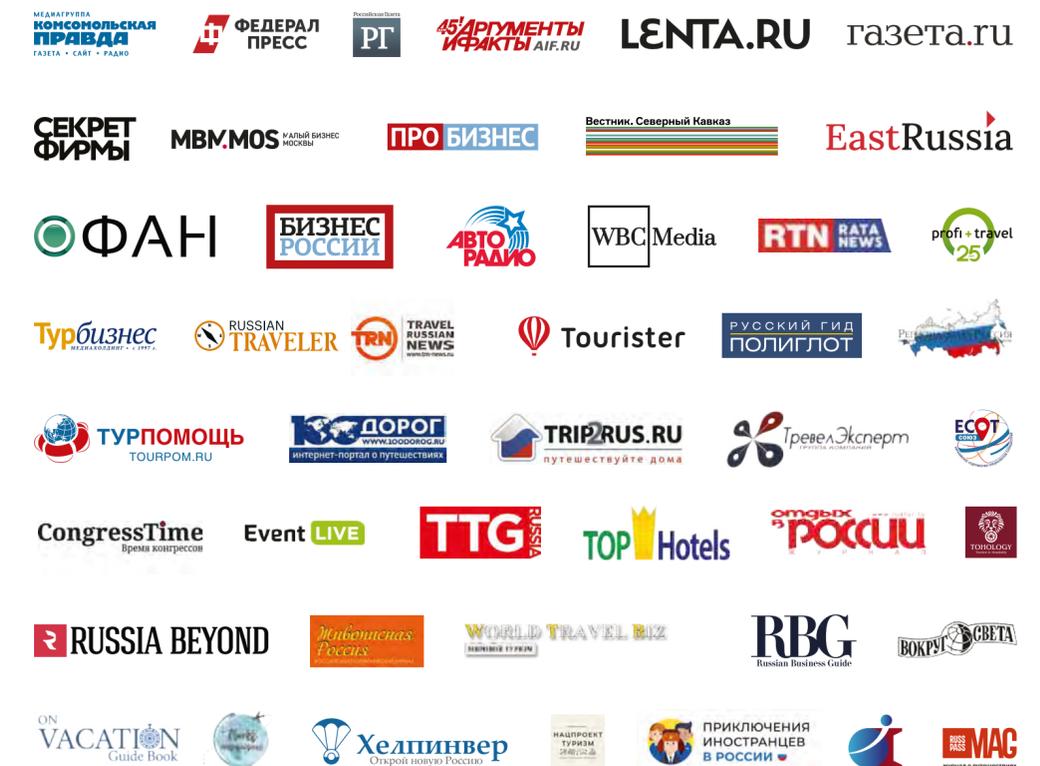
MEDIA AND SOCIAL MEDIA COVERAGE



General information partners



Information partners





INVITED TO PARTICIPATE

- NATIONAL AND REGIONS TOURISM OFFICES AND BOARDS
- NATIONAL AIRLINES
- DOMESTIC MANAGEMENT COMPANIES
- TRAVEL AND TOURISM COMPANIES
- ADVENTURE TOURISM ORGANISERS
- RESORT AND HOTELS

Vladimir Rubtsov



CEO of the FUN & SUN
Tourism Company

"The Forum is an opportunity for us to communicate directly with our travellers. It's very important to communicate with clients directly... The Forum takes place at the very beginning of summer, when travellers are deciding where to go..."



PARTICIPATION STRATEGY

For companies

- Make a presentation on your company's services at the ready-to-work stand at the festival venue
- Invite Russian partners or interpreters to assist in communicating with festival visitors
- Make a presentation for festival guests explaining your services and offer a unique promo code with special conditions for travel and recreation
- Organize an activity programme for stand visitors
- Become a partner of the Dream Journey Quest and provide prizes for the winners



PARTICIPATION STRATEGY

For National and Regions

- Organize a national exhibit in the foreign countries section
- Involve representatives of domestic management companies, national airlines, local resorts, and Russian tour operators working with the destination in the national exhibit for guest consultations and preliminary tour bookings
- Hold an intergovernmental meeting or round table with Russian tour operators to strengthen co-operation with the Russian tourism industry
- Become Partner Country or partner with another status to distinguish your destination from the many others
- Take part in the Forum business programme, present the country's expert opinion on the development of the tourism industry
- Plan a press conference for the Forum venue
- Involve the embassy in Moscow in organizing a presentation of the tourist destination to a wider audience of visitors in the form of cultural and informative activities on the festival stage and in the workshop area
- Prepare prizes for raffles and winners of the Dream Journey Quest



HIGH-LEVEL DISCUSSIONS

2024 Forum event plan:

- Meeting of Russian regional tourism ministers with the Minister of Economic Development of the Russian Federation.
- Meeting of the BRICS Tourism Working Group
- Intergovernmental round tables
- B2B meetings on inbound Russian tourism

The Forum undertakes to drive international business partnerships, bringing together G2B, B2B and B2G discussion formats.

The Forum business programme is attended by top-level industry executives from Russia and abroad.



OUR THANKS TO 2023 PARTNERS

Strategic partner



ОАО «РЖД»

Partner country



**КЫРГЫЗСКАЯ
РЕСПУБЛИКА**

Partner city



САНКТ
ПЕТЕР
БУРГ

Business programme partners



КАВКАЗ РФ



ЭКСПЕДИЦИЯ



МГИМО
УНИВЕРСИТЕТ



НАФИ
АНАЛИТИЧЕСКИЙ ЦЕНТР

Official partner hotels



Radisson
BELORUSSKAYA HOTEL
MOSCOW



MAXIMA
HOTELS

Official bank



банк

Partner region
new year's capital of Russia



ВЛАДИВОСТОК

Partner



ВДНХ

Organising partners



РОССИЯ -
СТРАНА
ВОЗМОЖНОСТЕЙ



FUN & SUN
fstravel.com



слетать.ру



КУБАНЬ-ВИНО



YES
apart-hotel



OKSANA



DIGITAL-АГЕНТСТВО F5



МОС
ВОЛОН
МЕР



ХАНОЙ-МОСКВА
АПАРТ-ОТЕЛЬ



Q-BLOCK
КАПСУЛЬНЫЙ ОТЕЛЬ



ABOUT ORGANISER

The Roscongress Foundation is a socially oriented non-financial development institution and a major organizer of nationwide and international conventions; exhibitions; and business, public, youth, sporting, and cultural events. It was established in pursuance of a decision by the President of the Russian Federation.

The Foundation works alongside various UN departments and other international organizations, and is building multi-format cooperation with 195 economic partners, including industrialists' and entrepreneurs' unions, financial, trade, and business associations from 85 countries worldwide, and 279 Russian public organizations, federal and legislative agencies, and federal subjects.



JOIN THE BEST

For questions concerning participation:

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