

# Russia Travelling!

International forum on internal and inbound tourism in Russia

May 26, 2016 Moscow, Okhotnyi Ryad str.2, Business centre <Moskva>, MEETING POINT



## Draft Agenda

**9:00 Morning coffee, registration commences**

**10:00 Forum opening**

**10:05-11:05 Keynote panel “Touristic Russia on a threshold of changes”**

*Invited for participation:*

*Coordination Board on internal and inbound tourism;*

*Federal Agency for Tourism;*

*Federation Council;*

*Government of Moscow;*

*Ministry of Culture of the Moscow region;*

*Ministry of Culture of the Russian Federation;*

*Ministry of Transport of the Russian Federation;*

*Representatives of local Administration in regions of the Russian Federation;*

*State Duma of the Russian Federation and etc*

**11:05 – 11:50 Session 1. Russian tourism market. Trends and forecast**

- Trends and forecast for tourism market in Russia. Russian traveler’s portrait
- How to attract foreign tourists to Russia?

**11:50 – 12:20 Networking refreshment break**

**12:20 – 13:30 Session 1. Russian tourism market. Trends and forecast**

- Russian tour-operator about current situation of inbound tourism in Russia
- Russian tour-operator about current situation of internal tourism in Russia
- E-tourist visa: practice, problems and forecast

**13:30 – 14:30 Closed lunch for conference speakers and VIP-guests/Free time  
Activities from forum partners**

**14:30 - 16:00 Parallel session 2. Marketing and online-technologies for internal and inbound tourism in Russia**

- How Internet influenced travelling?
- Where tourists get information? Marketing in Internet and social nets
- Modern IT-products in tourism

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- Destination marketing: how to build a strong brand for tourists

## 14:30 - 16:00 **Parallel session 3. MICE-prospects in Russia today**

- MICE – focus at Russia
- International company about MICE prospects in Russia
- Round table: Corporate and business travelling in Russia: ideas and destinations

## 16:00 – 16:30 **Networking refreshment break Activities from forum partners**

## 16:30 – 18:00 **Parallel session 4. Adventure and unordinary travel**

- Unordinary tours. How to find your client?
- Event tourism in Russia: searching for guidelines
- Russian Arctic Touristic park – developing tourism in North regions of Russia

## 16:30 – 18:00 **Parallel session 5. BRICS – tourism. Plans and potentials for development**

- Facts. Statistics. Growth perspectives Факты.
- Creative solutions and cases of BRICS-tourism

## 18:00 **Farewell Champagne**

\* Forum agenda may be modified by the Organizing committee