



RESULTS OF THE LET'S TRAVEL!

Russian Tourism Forum 2024



12.05.2024



The Let's Travel! Russian Tourism Forum is a new generation event dedicated to the modern tourism industry with all its diversity and the first tourism festival in Russia for an audience of travellers.



"The Forum is rightfully considered a key industry event and an exciting and much anticipated occasion for all lovers of active leisure, and its extensive exhibition, business, and festival programmes allow participants and guests to learn about various types of recreation and discover new tourist routes on the map of Russia."

Vladimir Putin

President of the Russian Federation

The event brings together representatives of government and business, leading experts, and creators of innovative digital services to discuss current issues in the including public policy, and the investment climate in the tourism sector.



Dmitry Chernyshenko

Executive Director of Business Services
Ministry of Tourism, Republic of North Macedonia
@dmitrychernenko

"Tourism is one of the fastest growing sectors of the economy. The government and business are creating conditions for affordable and sustainable tourism within the country. Through the event, we are bringing together experts and participants to explore further ways of developing tourism and tell visitors more about our country and its unique places. The event has become a major event that brought together more than 9,000 participants from all corners of our country and from 100 foreign countries. More than 2,000 visitors visited the venue – a 100-fold increase from last year!"



Maxim Reshetnikov

Head of Tourism Development in Russia, Ukraine
and South America of Sochi Travel Group, Sochi
@maxreshetnikov

"The format of the Sochi Travel Show helps to establish contacts with international partners, present new tourism products, and receive feedback from foreign guests. The Show has become an authoritative platform where issues concerning the development of the industry and investment, creating through investment, are discussed and working groups are held, as a result of which a number of important



40

business
sessions

343

speakers

3000

participants

13

agreements
signed

Target audience

38,1%

Representatives of state
administrative bodies
and central entities

13,6%

Students
and young
professionals

29,1%

Representatives of business
and industrial organizations

2,7%

Journalists

13,5%

Heads of business
and public government bodies

3%

Trade

Geography of participants

89

RUSSIAN FEDERATION

30

FOREIGN

- Kazakhstan
- Belarus
- Iran
- China
- India

- Mongolia
- Myanmar
- South Korea
- Thailand
- Vietnam

- Uganda
- Indonesia
- Kazakhstan
and others

Efficient trade and business relations between countries are the key to economic growth and prosperity. The Eurasian Business Forum 2024 provided the business world with a platform for dialogue, networking, and collaboration, paving the way for new opportunities and partnerships.

Oiga Naumova

Executive Director, Department for External Relations
Eurasian Business Forum

The Eurasian Business Forum 2024 successfully showcased and strengthened bilateral cooperation between countries. The forum provided a platform for dialogue, networking, and collaboration, paving the way for new opportunities and partnerships.

Igor Dyakonov

Executive Director, Department for External Relations
Eurasian Business Forum

Finary session

The business program opened with the policy session "International Russia: Status and the Road" where experts shared foreign market insights, as well as the latest results of processing Russian market potential in foreign markets were discussed. The session was moderated by Dmitry Zhuravlev.



All-Russian conference

With the participation of Russian Minister of Economic Development Maxim Mirskin and the heads of 100 regional executive authorities the conference participants discussed ways to building economic clusters, as well as promote regional clusters products on domestic and foreign markets.



Business dialogues

Business dialogues between Russian Minister of Economic Development Maxim Mirskin and business representatives aimed key government measures to support entrepreneurship benefits for the construction of infrastructure facilities, the operational integration, and the regional attraction financing.



Russian Africa session

The session of strategic cooperation for the development of Russia and continental growth with the participation of the African Union (AU) (2015).

By the numbers

22

events

53

speakers

1000

participants

4

tracks



The Youth Days programme featured four tracks

Career in tourism. CEOs from major state-owned and commercial companies shared their success stories and secrets of building a career in the hospitality industry with participants.

Business in tourism. From an idea to finding investors and reaching a new level of profits. Experts talked about how to create your own tourism product and develop it on the Russian and international markets.

Youth travel. The best time to travel is when you're young! It's exciting, fun, and, of course, educational. Experts shared how young people can travel most efficiently and productively.

Travel blogging. Successful Russian travel bloggers gave practical advice on how to create and promote travel content.



LET'S TRAVEL! is the largest tourism festival in the country and demonstrates the diversity of tourism in Russia, vacation opportunities in friendly foreign countries, and the culture and traditions of the peoples of the world. The festival's target audience is families with children, young people, and independent travellers.

500 000

visitors

89

regions of Russia

30

countries

24000

special interest activities

80+

stands in the outdoor exhibition

Types of tourism



Over the five days of the Festival, visitors were treated to an excellent programme of events in different locations:

Main stages

Seven stages will feature groups and solo performers from across the main stage of the festival, along with the best lines of the Festival of Festivals and the best musicals from the Festival of Festivals of the Stars of Stars and a gallery concert from Belgrade.



Official Festival's position

The position features a presentation of 8 types of events that are primarily educational, highlighting the role of various professions, management partners, and participating groups.



Participants' stands

Interactive programmes and activities, creative master classes, and heritage of various states of the festival stands, introduced visitors to the tourist activities of the region of the festival and the world.



Clubs

Workshops, as well as clubs, is a growing festival that lets people about the fine art of working, from an artistic festival and artists, as well as the culture of wine, including its varieties and specific aspects of customer, production, serving and storage.



All over the course of the 20-week project, requests were present at the exhibition facilities, inquiry and answered questions, and therefore to those requests service government ready to communicate, solve, address. We were very pleased with the quality and quantity of the exhibition.

Aija Hahamova

Director of Marketing and Public Relations Department, "Latvian Post"



All over Latvia's ready-made clothes store and the presence of a fashion factory where you can find some fabric factory, create all things you'd like to wear, create, make and that business oriented towards an online fashion brand.

Tiana Džičina

Senior Business Manager at "Krievijas Tirdzniecības un Industriālās Sabiedrība"

All over a good reason for that is participants in this project for the first time. We were able to see all the efforts made by our government to ensure that tourist always a better place in the economic development of our country, and we can continue to communicate our partners. These goals in the expansion for such a wonderful event. We will definitely come in 2020.

Cristina Leon Irujo

Marketing and Sales Director of the Republic of Latvia





Mobile guide

The mobile guide offered visitors special offers with discounts on travel from the Festival's exhibitors in 8 types of tourism. Visitors were able to put the offers in their "Discount Baggage" for further use and participation in the activations. The guide also recommended a public route for the best views at the festival.

4000+

unique users
at the guide

2900+

special offers in the
discount Baggage

Report

An overview of the key events of the Festival, news from partners, and key changes in the tourism industry. Each issue presents expert opinions and analysis that help us stay up to date with current trends in the industry.

Podcast

Discussion of current trends, news, and new flows in the tourism industry with industry experts. Each podcast offers a unique perspective on travel, inspires people with ideas, and reveals interesting aspects of tourism to make each adventure truly unforgettable.



AWARDS CEREMONY FOR EXHIBITORS

Winners in the Lett's Travel Russian Tourism Forum voted for the best exhibitors in several categories using the Festival exhibitor's Public Choice navigation:

Most exciting
programme of the
exhibition stand

- Republic of Bashkortostan
- Ministry of Tourism, Culture and Olympic Heritage of the Krasnodar Territory

Best visual
design of the
exhibition stand

- Ministry of Tourism of the Krasnodar Territory
- Tyumen Region Tourism and Promotion Agency

Best expert
consultation of the
exhibition stand

- SMI Corporation
- Intellectual Content Trading Company

Best travel
among foreign
participants

- Ministry of Tourism of Cuba

Best travel
among Russian
participants

- Ministry of Tourism of the Tyumen Region



SPECIAL PROJECT

«TRAVEL WITH THE WHOLE FAMILY!»

The Russian president has declared 2024 the Year of the Family.

«Travel with the Whole Family!» is a unique competition dedicated to the Year of the Family that aims to promote family values, as well as automobile enthusiasts' tourism.



МІНІСТЕРСТВО
ТРАНСПОРТА И
БЕЗОПАСНОСТИ
ДОРОЖНОГО
ДВИЖЕНИЯ



2024

МІНІСТЕРСТВО
ІНТЕРЬЮ



600+

automobiles submitted
to the competition

45

winning family
members

15 000 +

minutes
in a total race

150 млн +

views in the media
and social networks

Partner regions:

1. Vostok Region
2. West Kazakhstan Region
3. Pavlov Region
4. Republic of Tatarstan
5. Ural Region
6. Novosibirsk Region
7. Kemerovo Region + Khabarovsk



«Travel More!» is an international competition for creativity and advertising in the tourism industry, whose mission is to collect the best practices and ideas for promoting tourism, inspire people to travel in Russia and abroad, and open up Russia to guests from all over the world.

The competition is held jointly with the National Priority autonomous non-commercial organization with the support of the Russian government, the Russian Ministry of Economic Development, and the Moscow International Advertising Festival Fest Adipia.

The panel evaluated works on video advertising, social advertising campaign, territory branding, and a marketing event.

550

applications

7

countries

89

regions
of Russia

6

main
nominations

5

special
nominations

29

winners

Winner of the Grand Prix "Place of Power"

The winner was a museum exhibition for the opening of the Viktor Babalyuk National Centre in the village of Duzeyevka, Irkutskaya Territory.



Media reports

4724

Including

In the regional media

2862

Foreign media outlets

68

In the national media

1794



Foran's information ecosystem resources

Monday
Foran
Report

1000 (201)

Obama's financial
position

1000 (201)

2012
elections

1000

Global
connections

1000

2012
elections

1000 (201)





Manufacturers



Manufacturers

Manufacturers



ORGANIZER AND CONTACT INFORMATION



The Rscf Tourism Foundation is a socially-oriented non-financial development institution and a major organizer of national and international conventions, exhibitions, and business, public, youth, sporting and cultural events. It was established by decree of a decision by the President of the Russian Federation.



The Directorate of the Let's Travel Russian Tourism Forum



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