



НАЦИОНАЛЬНЫЕ
ПРОЕКТЫ
РОССИИ

HOW TO PROMOTE EFFECTIVELY YOUR COUNTRY?

HERE ARE 14 STEPS



INTERNATIONAL
TOURISM FORUM

✧ LET'S TRAVEL!

 **ROSCONGRESS**
Time to Act

#LETSTRAVEL

RUSTRAVELFORUM.COM

The International Tourism Forum 'Let's Travel!' is:

- **a key global event** in the Russian tourism industry
- **at the top in Russia** on the industry events agenda: it shapes trends, sets standards, and unites professionals from around the world
- **a venue that brings together** representatives of state entities and businesses in the tourism sector with clients
- a platform that **showcases the projects of the Forum's main figures:** representatives of the tourism industry



In 2026, your country could be in the spotlight!

Forum's exclusivity = Business Programme + Festival Exposition

- business platform where key industry decisions are made
- travel festival and experiences fair
- live showcase of the tourism industries of Russia and foreign countries
- meeting place for businesses and governments
- festive atmosphere and inspiration for travelling



**Make your event truly memorable
for participants and guests!**



2025 Figures

FESTIVAL EXPOSITION

G2C

B2C

FESTIVAL PROGRAMME

72 000 m²
Exposition area

433 000
Visitors

140
Stands

438
Exhibiting
organisations

83
Regions of Russia

9
Countries

60+
Hours

175
Groups and performers
on the main stage

182
Events
in the Grand Lecture Hall

276
Speakers

16 000+
Mobile guide users

3 500+
Interactive quest
participants

Why Participate

- promoting your country as a tourist destination for Russian tourists
- establishing direct contact with an audience of tourists and media
- securing new partnerships and business contracts
- showcasing your country's culture, gastronomy, and traditions

May your country become a magnet for tourists, partners, and investors at our Forum! Join us!



Step 1

National Stand: Eye-Catching Exposition

Your stand is the calling card of your country, region, or company.

- Attractiveness: a visual image that guests will remember
- Functionality: a space for active communication and networking
- National identity: the use of elements reflecting the cultural code of your country
- Modernity: the use of multimedia technologies and interactive solutions

Your stand will capture the attention of thousands of the Forum guests!



Step 2

Tourism Business Communication Area (B2C)

- presenting resorts and new sites by their representatives
- consulting with businesses and tourism organizations
- engaging DMCs or Russian tour operators working in the field, to sell travel services with special offers
- collecting client contacts (by scanning a QR code at the stand) and following up with them
- receiving feedback from clients

It's important to organize communication process with visitors in Russian!



Step 3

Sales Area

- your country's gastronomic products in factory packaging
- souvenirs
- folk art crafts
- products made by local designers and clothing manufacturers



Turn your stand into a direct revenue generator!

Step 4

Activity Area

Engage guests through:

- master classes
- raffles and quizzes
- tastings of traditional food and drinks
- video content
- interactive games and contests for guests of all ages

Transform your stand into a living space where guests become the main figures!



Step 5

Photo Zone

This area includes:

- interactive activities areas
- costumes and themed overlay
- vibrant decorations for photos and videos
- opportunity to try on a costume and become part of your country



Capture memorable moments for guests!

Step 6

Main Stage of VDNH

You can organize:

- fashion shows
- dance and vocal performances
- theatrical mini-productions
- performances by famous artists and creative groups from your country

*Stage area: 8 m * 10 m, with music and light equipment.
When submitting requests to the Festival production managers, please provide technical requirements for organizing the performances. The application deadline is February 28, 2026.

Thousands of spectators, media, and bloggers will see your country in a vibrant light!



Step 7

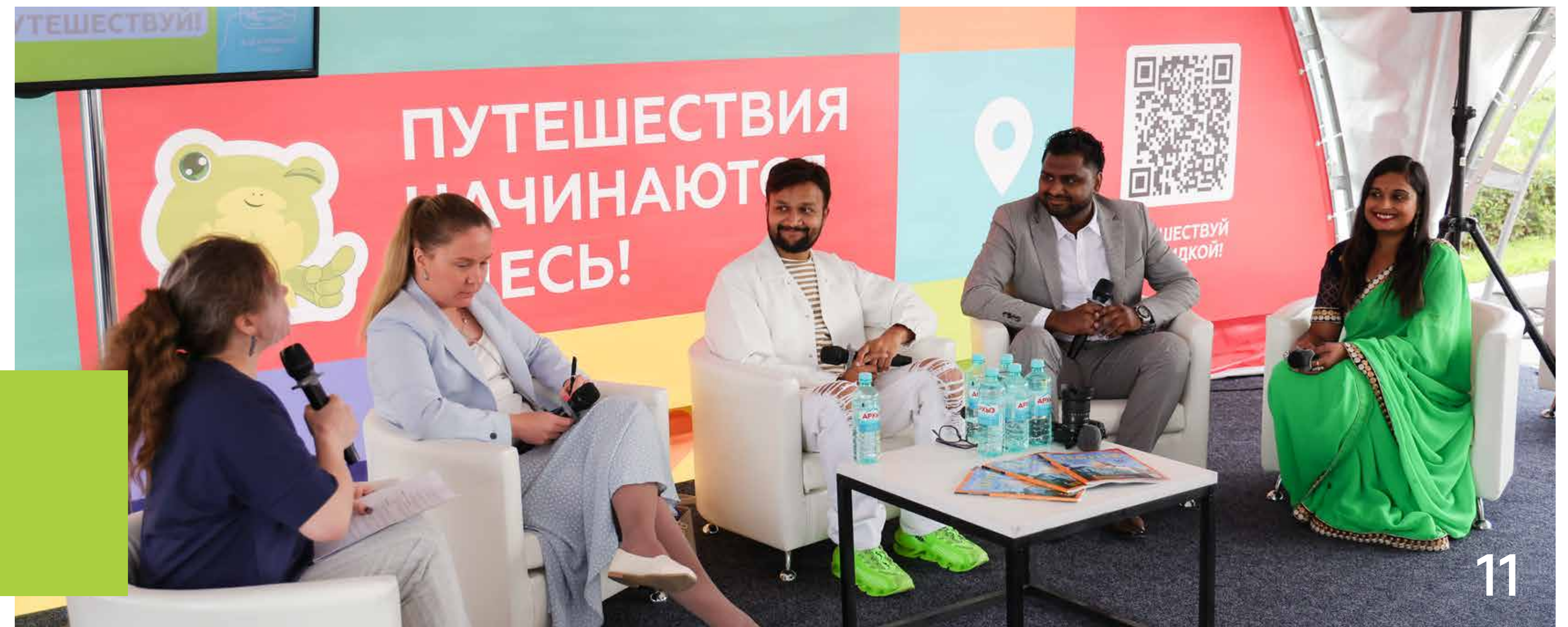
Grand Lecture Hall

You can organize:

- public speaking sessions with media personalities and bloggers
- travel talks, quizzes, presentations
- discussions with tourism industry experts
- direct discussions of pressing issues with the audience in a question-and-answer format

*Area up to 60 m². Available with a plasma screen for presentations, a table and soft chairs for up to five speakers, and a microphone. Promotional materials can be distributed as well.

Be heard: share experiences and stories of your country!



Step 8

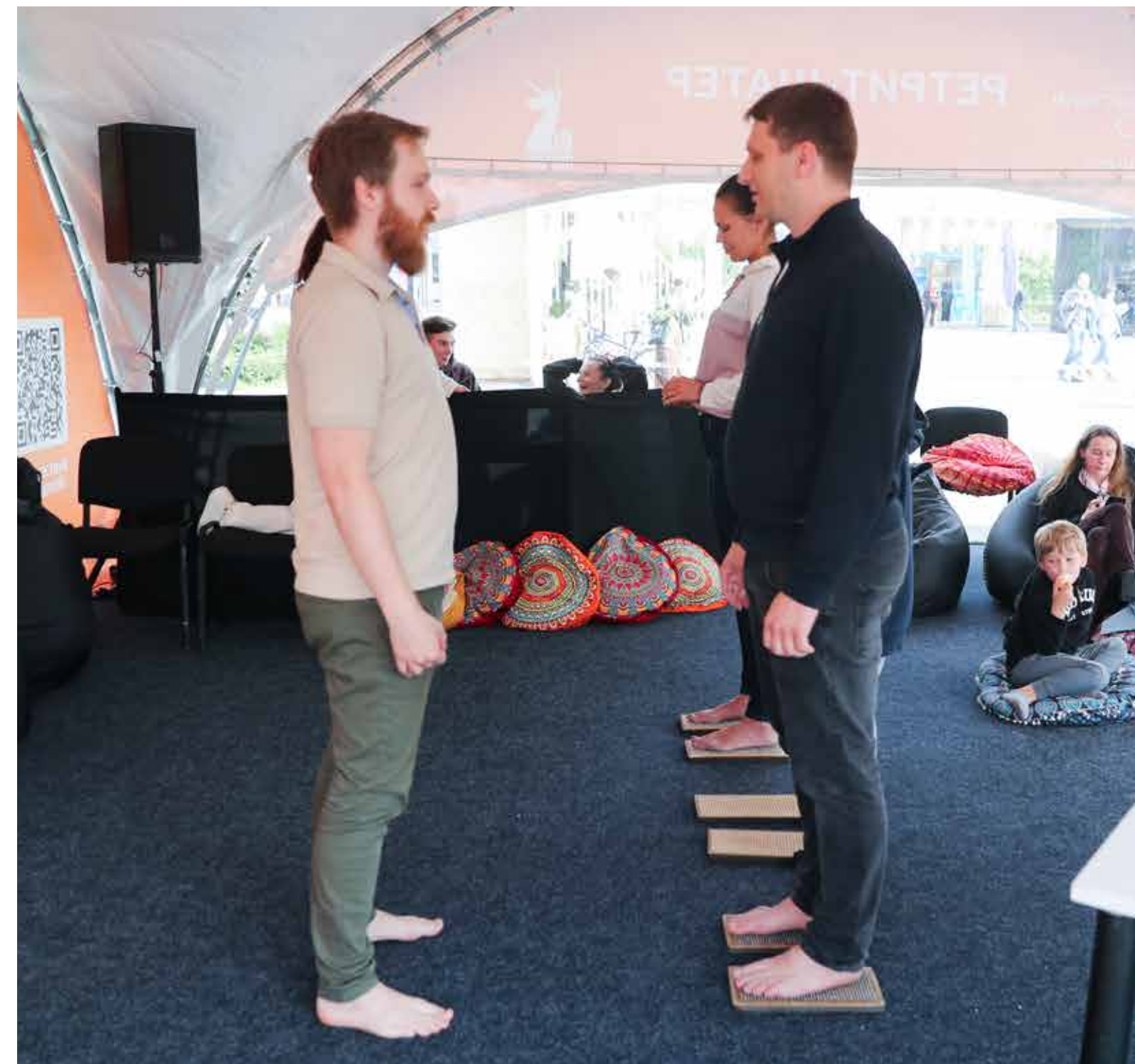
Retreat Area

You can organize:

- yoga and ethnic practices
- workshops devoted to national sports and dances
- sessions introducing rituals and cultural heritage
- health and rejuvenation practices (meditation, breathing techniques)

*Area up to 100 m2. Sound and video equipment, and furniture – ottomans, pillows – included.

Open the soul of your country!



Step 9

Participation in Processions

Music bands and dance groups from your country could participate in processions, in addition to performing on the Main Stage and at the stand, including the official opening of the Forum.

You can add a special flavor to the processions by:

- participating in national costumes
- hosting photo shoots and live interactions with guests
- organizing theatrical productions with elements of street performance

Revive the cultural image of your country!



Step 10

Gift Fund for the Festival Quest

Number of prizes in 2025: 17,000

- multi-level prize system (from souvenirs to travel certificates)
- audience engagement through gamification
- country promotion through branded gifts

Turn exploration of your country into an exciting adventure!

The first level includes gift certificates for a tour package for two (accommodation and excursions).
Minimum quantity: 5 items.

The second level includes more valuable souvenirs, such as discounted excursion products, shopping bags, blankets, and other accessories for outdoor activities, and souvenirs.
Minimum quantity: 20 items.

The third level includes small promotional items (postcards, pens, calendars, etc.), as well as food products in factory packaging (teas, gingerbread, honey, etc.).
Minimum quantity: 50 items



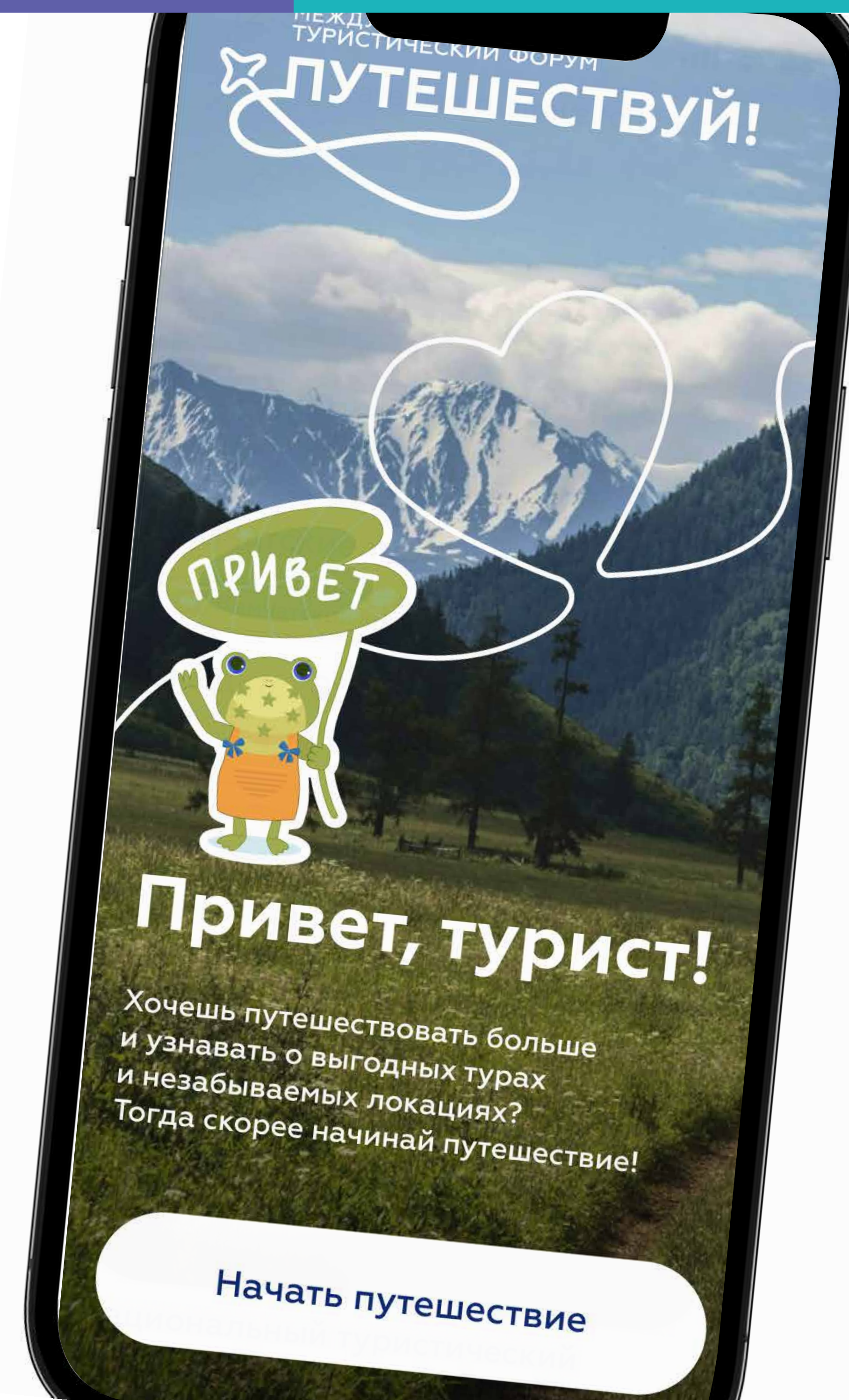
Step 11

Mobile Guide

A digital tool promoting your country includes:

- a catalog of discounts and special offers from Russia and foreign countries in a convenient digital format
- the ability to use a promo code to book a travel service after the Forum
- navigation through the Festival participants and programme

Turn guests' interest in your country into real trips!



Step 12

Participation in the Business Programme (B2B)

- holding ministerial meetings between the participating country and Russia
- organizing B2B meetings with Russian tour operators
- participating in sessions as experts
- presenting investment projects in the tourism sector to Russian investors
- organizing the signing of cooperation agreements



Strengthen your business's and country's ties!

Step 13

'Partner Country' Status

Participants are offered more than 15 options of partnership packages, the most advantageous of which is 'Partner Country'.

A prestigious 'Partner Country' status:

- ensures participation in the Forum's Business Programme and official events
- enhances brand visibility and increases customer interactions
- maximizes reach to B2C audiences at the Festival exposition

The 'Partner Country' status includes country's participation coverage on the Forum's media resources and those of its media partners.

2025 Forum's Partner Country: VENEZUELA



Step 14

**MAKE YOUR COUNTRY PART OF RUSSIA'S MAIN
TOURISM EVENT OF 2026!**

Participation preparation calendar:

<i>November 30, 2025 –</i>	Early booking at favorable terms and choosing stand size
<i>February 28, 2026 –</i>	Submitting applications for performances at the Main Stage
<i>March 31, 2026 –</i>	End of stand booking on regular terms
<i>April 30, 2026 –</i>	Submitting applications for sessions at the Grand Lecture Hall and Retreat Area, working out the Forum Opening Ceremony script

**Prepare your country's participation beforehand to maximize the effectiveness
of your work at the Forum!**





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