

 **ROSCONGRESS**
Time to Act



INTERNATIONAL
TOURISM FORUM

 **LET'S TRAVEL!**

2025
June 10–15
VDNH, Moscow
RUSSIA

[#letstravel!](https://www.instagram.com/letstravel/)





SIGNIFICANCE OF THE EVENT



VLADIMIR PUTIN

President of
the Russian Federation

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

79.2 million
tourist trips

were made by Russian and foreign citizens over 11 months in 2024.

+11%

compared with the same period of 2023

8.76 million

tourist trips by foreign citizens to Russia

21.1 million

tourist trips by Russian citizens to other countries

**according to the Russian Federal State Statistics Service and the Russian Government*

FORUM

The Let's Travel! International Tourism Forum is the main event in the Russian tourism and hospitality industry and consists of an ecosystem of projects to develop the tourism industry.

The innovative format of the event includes:

- **A major Tourism Festival** for travellers
- An influential **Business Forum**, where strategic decisions are made to develop the industry in the country and strengthen international cooperation
- **A year-round ecosystem** of network events from St. Petersburg to Kamchatka, special projects with partners and media, digital projects, podcasts, digests, competitions, and awards

Dmitry Chernyshenko
Deputy Prime Minister of Russia
and Head of the Let's Travel! International
Tourism Forum Organizing Committee



NO. 1* IN RUSSIA



- by duration and size
- by synergy of formats: business forum, exhibition, and festival
- by number of visitors and business programme speakers
- by the status of participants
- by the diversity of business models presented **G2G, G2B, B2B, B2C and G2C**
- by number of meetings held and agreements signed
- by representation: all 89 regions of Russia, as well as geographical and international coverage
- by the intensity of the festival and cultural programme and the diversity of topics and formats

In terms of these parameters, the Let's Travel! International Tourism Forum supersedes all events held in the Russian tourism sector.

**among events in the Russian tourism sector*

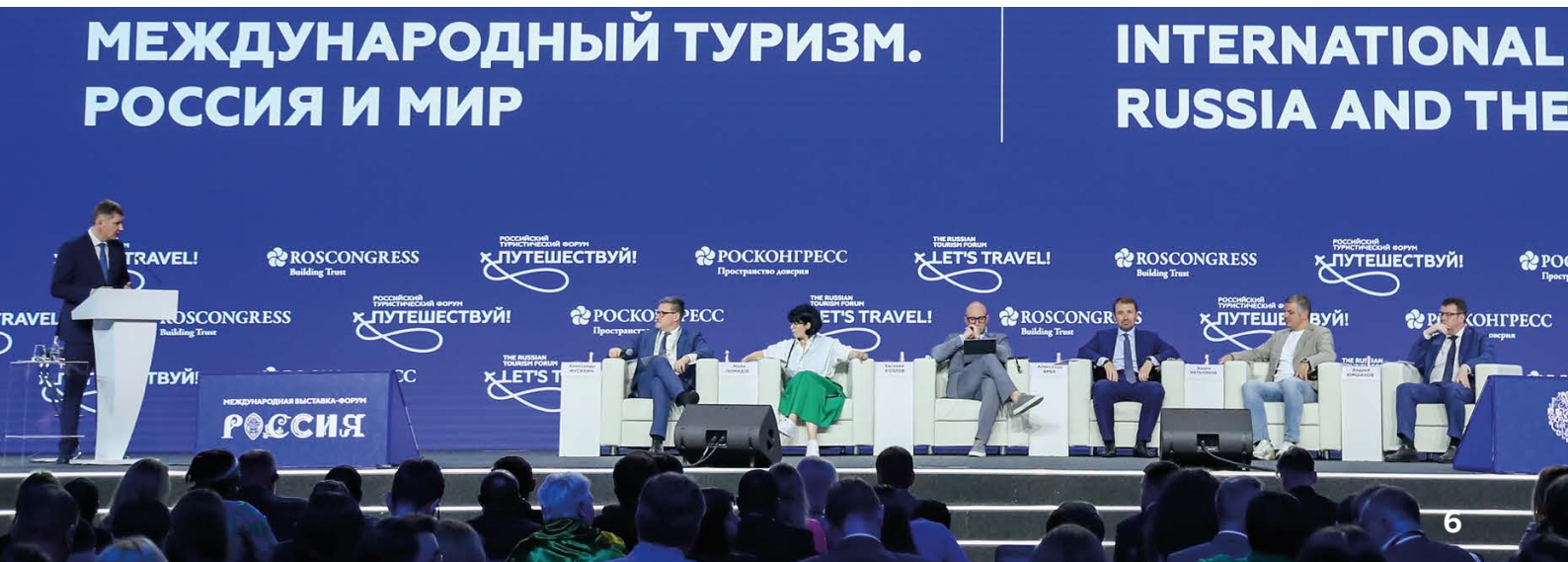
MISSION OF THE EVENT

The mission of the Forum

is to encourage interagency, interregional, and international cooperation in the travel industry and regional development.

The mission of the Festival

is to promote modern travel formats in Russia and around the world and to facilitate the development of independent tourism.



GOALS OF THE EVENT

- Establish connections and dialogue between Russia and its foreign partners
- Discuss key issues in the tourism industry and formulate recommendations for government agencies and businesses
- Promote state policy in matters concerning domestic tourism
- Popularize events of the Tourism and Hospitality Industry national project
- Provide assistance in creating a favourable investment climate and developing tourism infrastructure
- Integrate small and medium-sized businesses into the hospitality industry
- Provide training on mechanisms for obtaining targeted financing and project management
- Encourage the development of auto tourism and present modern travel formats in 11 types of tourism to a wide audience
- Create a popular and attractive image of travel in Russia
- Promote digital tools for arranging travel



THET THET KHAING

Minister of Hotels
and Tourism of Myanmar

"It is a great honour for me to be invited to participate in this major international event. I am certain that it provides participants with unique advantages and opportunities to get a deeper understanding of the tourism potential, cultural wealth, and gastronomic traditions of different countries.

I would like to express my sincere gratitude to all Forum delegates for their time and participation. May today's Tourism Forum serve as an important platform for strengthening friendship and cooperation between the public and private sectors of Myanmar and Russia."



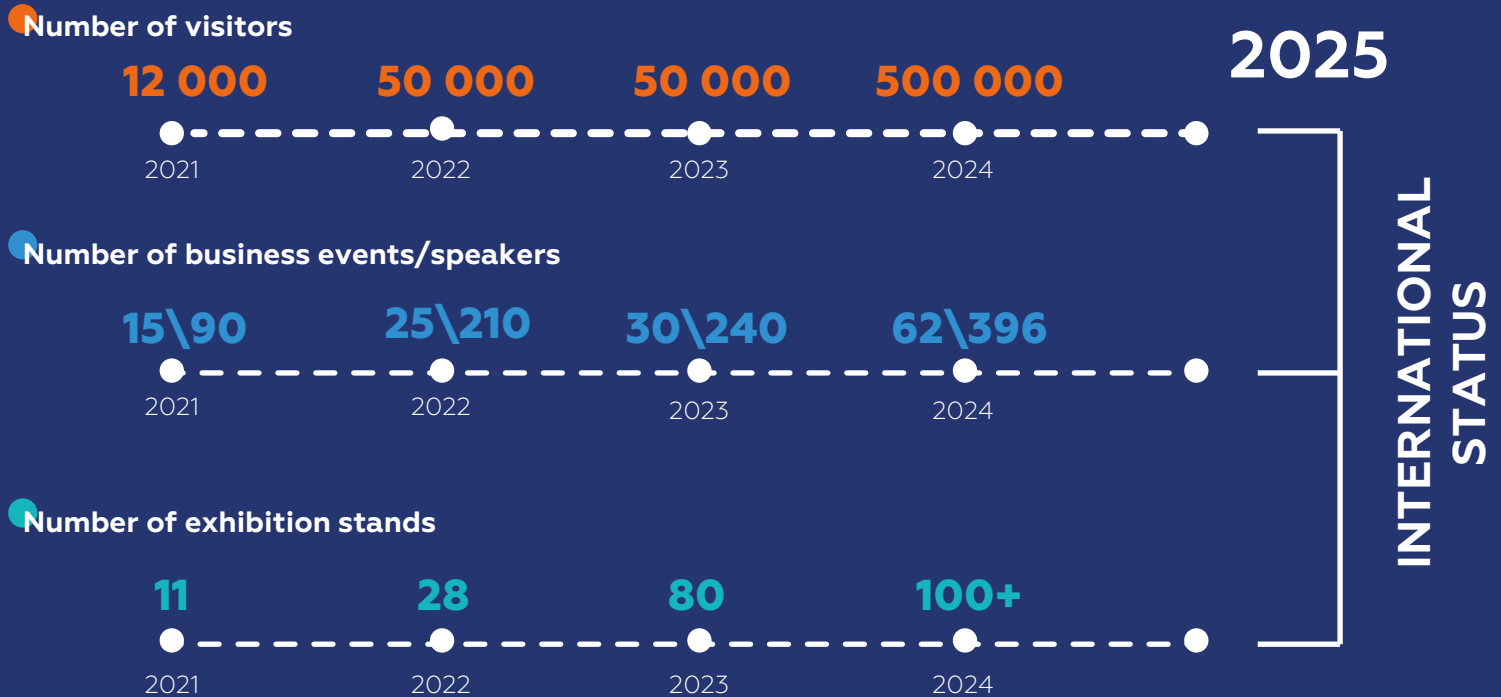
DR. CUTHBERT NCUBE

Executive Chairman of the
African Tourism Board

"We are inspired by the potential of our partnership with the Roscongress Foundation, which involves stimulating economic growth, creating jobs, and promoting cultural exchanges. Together, we can achieve major progress on our continents and contribute to global economic development.

We look forward to a fruitful partnership that benefits our regions and create a solid foundation for future cooperation."

EVOLUTION OF LET'S TRAVEL!



FORUM PARTICIPANTS

500 000
visitors

110 officials, heads of international organizations, and representatives of the diplomatic corps

234 media representatives

30 countries

3000 Representatives of Russian and international businesses, as well as government authorities

Largest delegations from:



Cuba



Zimbabwe



Thailand



Uganda



Uzbekistan

PARTICIPATION FORMATS

PARTNER

- Title Partner
- Partner Country
- General Partner
- Official Partner
- Festival Partner
- Partner Region
- Cultural Programme Partner
- Partner City
- Business Programme Partner
- Podcast Partner
- Session Partner
- Award Ceremony Partner
- Organizing Partner

EXHIBITOR

SPEAKER

DELEGATE



ADVANTAGES OF PARTICIPATION

For exhibitors

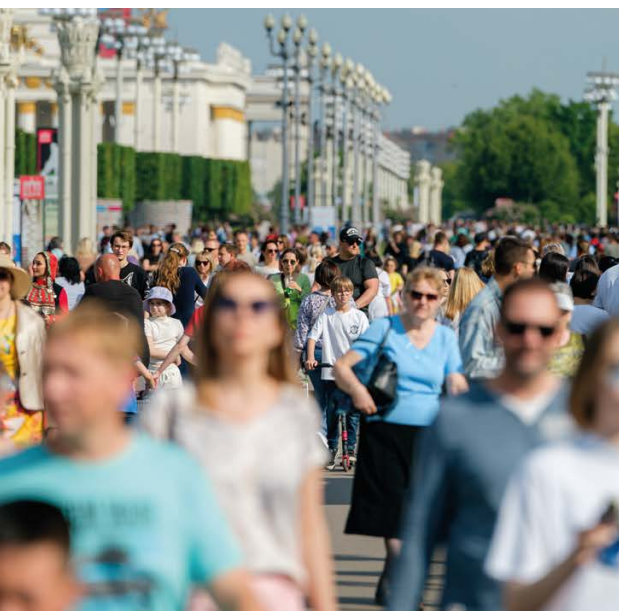
- Expand your partnerships and sign agreements
- Bolster your GR communications
- Strengthen your brand
- Attract investments for business development
- Test and launch a new product for different target groups
- Promote and sell services
- Expand your customer base
- Attract the attention of media representatives and bloggers working at the Forum
- Be included in the list of regular Forum participants and receive the first advantageous offers for participation



For partners

- The opportunity to participate in an open dialogue between businesses and the government with the involvement of top government officials, leading companies, heads of the constituent entities of the Russian Federation, and key industry regulators
- Inclusion of an event in the business program or a speaker in the expert discussions of the flagship federal Forum on tourism and hospitality
- Hosting a press conference with the participation of partners
- A private client audience of over 500,000 people for brand or product promotion, direct customer engagement, obtaining feedback, and expanding the client base with high-quality leads
- Comprehensive information support to maximize the visibility of your company's participation in the Forum
- Successful development of business communications within a network of tourism industry experts and professionals, as well as over 20 related industries
- The opportunity to invite business partners to the "Travel!" Forum, as well as to corporate business events held within its framework
- A dedicated personal manager from the Roscongress Foundation





LET'S TRAVEL! TOURISM FESTIVAL

The largest tourism festival in Russia that showcases modern travel formats in the country, vacation opportunities in friendly countries, and the culture and traditions of people from around the world.

The festival provides a direct path from individual clients to the creators of tourism products and services, demonstrates the diversity of travel in Russia and around the world, and introduces modern technologies for people to independently arrange unforgettable trips.

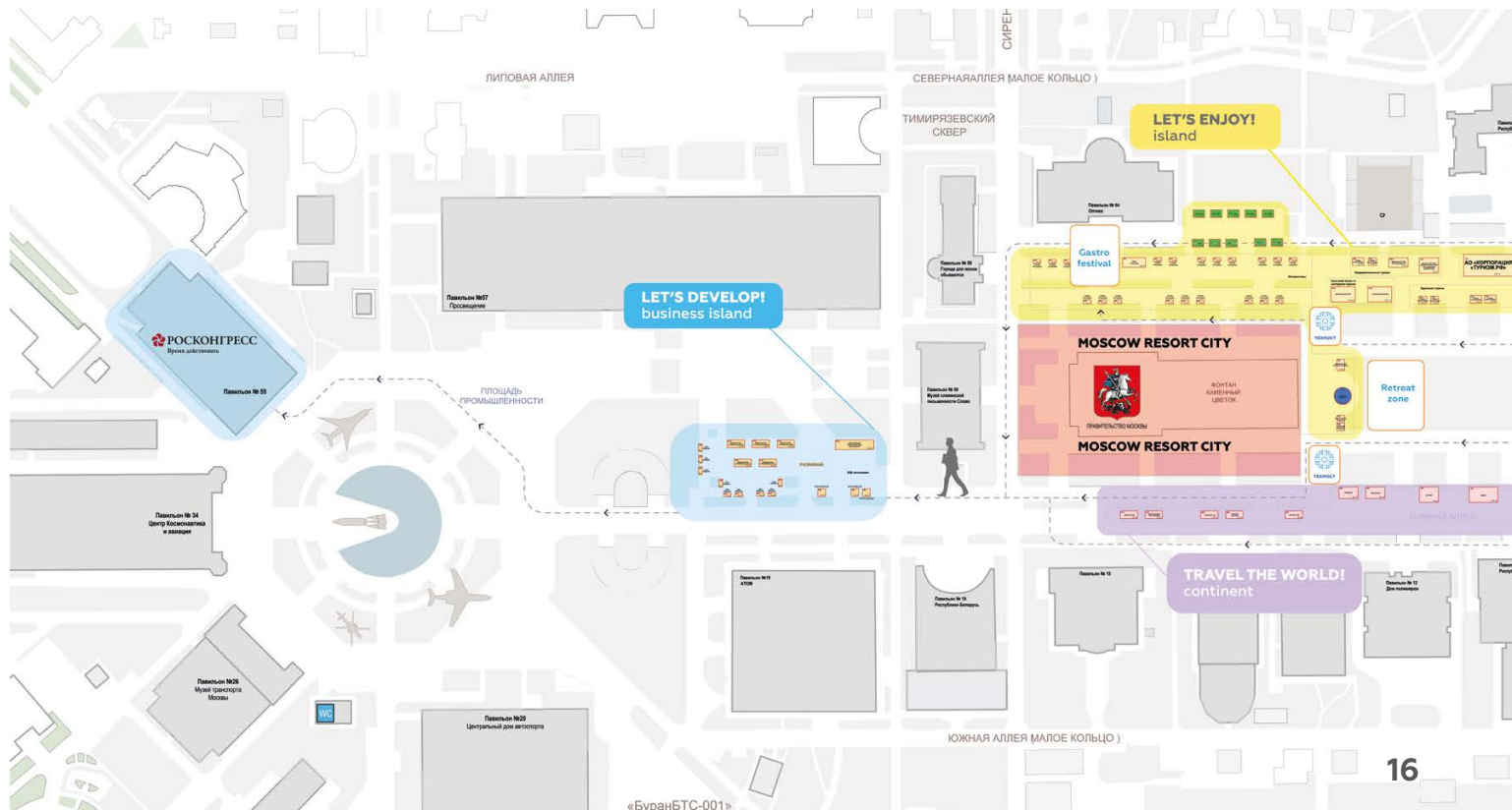
Almost every second resident of Russia (48%) has experience with independent travel over the past three years

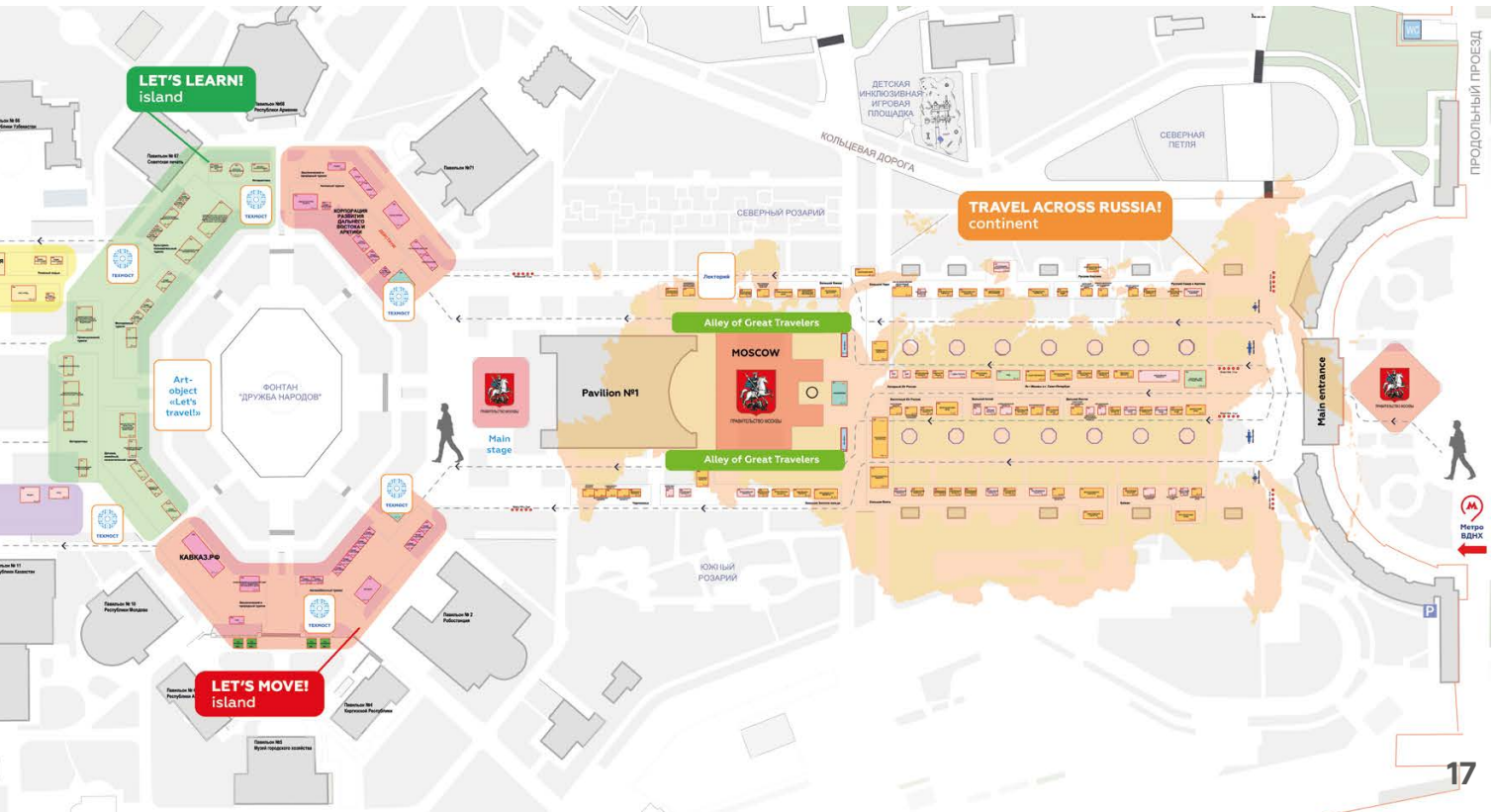
IN 2024

24,000 m² of exhibition space

500,000 guests

TOURISM FESTIVAL MAP





TOURISM FESTIVAL. EXPOSITION CONCEPT

The main part of the exhibition will feature the "Travel the World!" continent with stands of foreign countries and the "Travel Across Russia!" continent showcasing the regions of the Russian Federation.

'Travel the World!' continent

- National tourism offices
- Tourist information centres
- Resorts
- Local tour operators
- Sightseeing tour agencies

'Travel Across Russia!' continent

- 89 regions of the Russian Federation
- Festivals and event organizers
- Accommodation facilities
- Museums
- Executive authorities of the Russian regions
- Souvenir and merchandise manufacturers

TOURISM FESTIVAL. EXPOSITION CONCEPT

The Festival exposition will showcase actively developing types of tourism and demonstrate the wide range of recreational activities in Russia. To make it easier to navigate, the types of tourism are grouped and called 'islands'.



TOURISM FESTIVAL. EXPOSITION CONCEPT

LET'S MOVE! Island

Automotive, active, nature, and eco-tourism.

Participants:

- Manufacturers and distributors of automobiles, motorcycles, motorhomes, and residential trailers (campers)
- Accommodation facilities for auto travellers (camping, glamping, and motels)
- Rental of cars, motorcycles, and motorhomes, and car sharing services
- Rental and sale of auto travel equipment and gear
- Niche tour operators and clubs organizing auto and motorcycle travel

LET'S ENJOY! Island

Health, beach, cruise, rural, and wine tourism

Participants:

- Railway, river, and sea cruise tour operators
- Health and spa resorts and centres
- Water parks
- Hotels and other accommodation facilities
- Farms
- Wine tourism resorts
- Beach holiday tour operators
- Niche tour operators and sightseeing tour agencies

LET'S LEARN! Island

Cultural, educational, industrial, family, patriotic, children's, and youth tourism

Participants:

- Organizers of customized sightseeing tours and itineraries
- Interregional and national itineraries
- Organizers of visiting patriotic events for school and university students
- Military and patriotic centres and societies
- Museums
- Popular science tourism sites
- Niche tour operators
- Industrial enterprises
- State corporations

Tech bridges

Technological companies and services for travellers

- Online travel agencies
- Aggregators of travel services
- Digital services for arranging travel





LET'S DEVELOP! Business Island

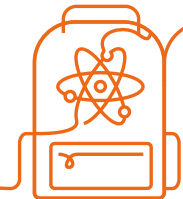
B2B exposition to find investors and partners on two platforms: outdoors and in the business programme pavilion

Outdoors:

- Modular solutions for multifunctional zones
- Modular and tent structures for accommodation facilities
- Mobile infrastructure (houseboats, food trucks, etc.)
- Sanitary modules
- Campsite equipment (service stations, etc.)
- Lighting, landscape, and navigation
- Tourist transport (buses and minivans)
- Manufacturers of ski and tubing centre equipment

In the pavilion:

- Investment tourism projects of regions and businesses
- Design and consulting agencies
- Franchising solutions for regional development
- Hotels and management companies
- Banks and financial programmes for business support



TOURISM FESTIVAL. MORE OPPORTUNITIES

Exhibition stands:

- Demonstration and sale of tourist souvenirs and merchandise
- Master classes
- Raffles and quizzes
- Photo zones

Festival venue passages:

- Costume parade
- Dance and vocal performances

Main stage:

- Creative industries fashion show
- Dance and vocal performances
- Theatrical performance and large-scale presentation
- Show programme (circus, light, and other show formats)





Retreat zone:

- Yoga class and retreat
- Traditional folk dances
- Master class on national sports
- Learn about and attend traditional rituals

Lecture halls:

- Inspiring stories from prominent bloggers and opinion leaders
- Autograph sessions

Open-air cinema:

- Unique projects about tourism in Russia
- Family films about travel and recreation



BUSINESS FORUM

HIGH-LEVEL DISCUSSIONS

The innovative reception office format helps to establish an effective dialogue between business and government on issues that affect the achievement of the results of the Tourism and Hospitality Industry national project.

The business programme of the Let's Travel! International Forum will provide a platform to discuss such pressing issues as attracting investment for tourism projects, creating a talent pool in the industry, the impact of tourism on regional development, digital technologies in tourism, and Russia's international tourism brand.

Maxim Reshetnikov
Minister of Economic Development of the Russian Federation
and Deputy head of the Let's Travel!
International Tourism Forum Organizing Committee





«МЕЖДУНАРОДНЫЙ ТУРИЗМ. РОССИЯ И МИР»



SPECIAL EVENTS

- Plenary session with members of the Russian government
- National meeting of the Russian Ministry of Economic Development with the country's 89 regions
- Business dialogue with Maxim Reshetnikov
- Pitch sessions for tourism investment projects
- Awards ceremony for the best in the tourism profession
- Awards ceremonies
- Youth Day

BUSINESS PROGRAM TRACKS:

- A Stronghold for Positive Change
- Tourism Appeal of the Country
- By Sky, Sea, and Land
- All-Inclusive
- Career Journey Trajectory
- Digital Travel



ORGANIZER

The Roscongress Foundation is a socially oriented non-financial development institution and a major organiser 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.



Each year



Participants from
209
countries and territories



> 5 000
experts in Russia
and abroad



> 15 000
media
representatives



212 foreign economic
partners and financial,
trade and business
associations
in 86 countries



293
Russian public
organizations, the federal
authorities, and regions of
the Russian Federation



20-21 February
Moscow



21-24 February
Teheran, Iran



4-5 March
Moscow



26-27 March
Murmansk



14-16 April
Moscow



13-18 May
Kazan



19-21 May
St. Petersburg



22-23 May
St. Petersburg



25-27 May
Mineralnye Vody



10-15 June
Moscow



18-21 June
St. Petersburg



July
Moscow



3-6 September
Vladivostok



3 September
Vladivostok



15-18 September
Sirius Federal
Territory



September
Altai Republic



29 September - 3 October
Cape Town, South Africa



15-17 October
Moscow



October
Moscow



November
Moscow



November
Sirius Federal
Territory



November



November
Dubai, UAE

CONTACT INFORMATION

Directorate of the Let's Travel! International Tourism Forum



Vladimir Zatynayko
Director of the Let's Travel!
International Tourism Forum

Email: vladimir.zatynayko@roscongress.org



Lyubov Mordvintseva
Deputy Director of the Let's Travel!
International Tourism Forum

Email: liubov.mordvintseva@roscongress.org
Phone: +7 (499) 181 5202

For inquiries about participation in the exhibition



Alexandra Krasnyan
Participant Relations Manager of
the Let's Travel! International Tourism Forum

Email: office@rustravelforum.com
Phone.: +7 (926) 973 5109

Director of the Partner Relations Directorate



Elina Zelvina

Email: partners@rustravelforum.com
Phone: +7 (925) 162 8950

Business Programme Producer



Anna Rosenberg

E-mail: programme@rustravelforum.com
Phone: +7 (499) 181-52-02 ext. 153

INTERNATIONAL
TOURISM FORUM

LET'S TRAVEL!

