INTERNATIONAL TOURISM FORUM
LET'S TRAVEL!

ROSCONGRESS
Time to Act

GOVERNMENT OF THE RUSSIAN FEDERATION

Ministry of Economic Development of the Russian Federation

НАЦИОНАЛЬНЫЕ ПРОЕКТЫ РОССИИ

CSR

2026

TARGET AUDIENCE

VISITORS

Exhibition and
Festival programme

RUSTRAVELFORUM.COM/EN/



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THE FORUM'S AUDIENCE 2026

POTENTIAL CUSTOMERS FOR EXHIBITORS

Exhibitors gain access not to a random stream of visitors but to a diverse audience where specific buyer segments can be identified and reached directly.

FORUM AUDIENCE



INTRODUCTION TO PRODUCTS



INTERACTIONS AT THE STAND



CONTACT / APPLICATION / FURTHER COMMUNICATION



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SCALE

THAT TRANSLATES INTO NEW CONTACTS

511,000
visitors

Visitor data compiled based on MTS analytics for the ‘Let’s Travel!’ International Tourism Forum, taking into account the established time, geography, and age parameters.

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10 June Wed	15.2%	
11 June Thu	17.5%	
12 June Fri	30.6%	PEAK FLOW: MORE THAN 156,000 VISITS PER DAY
13 June Sat	20.3%	
14 June Sun	16.4%	

Thanks to the large flow of visitors, exhibitors can simultaneously increase awareness, expand their customer base, present tourism products and get feedback from potential customers.



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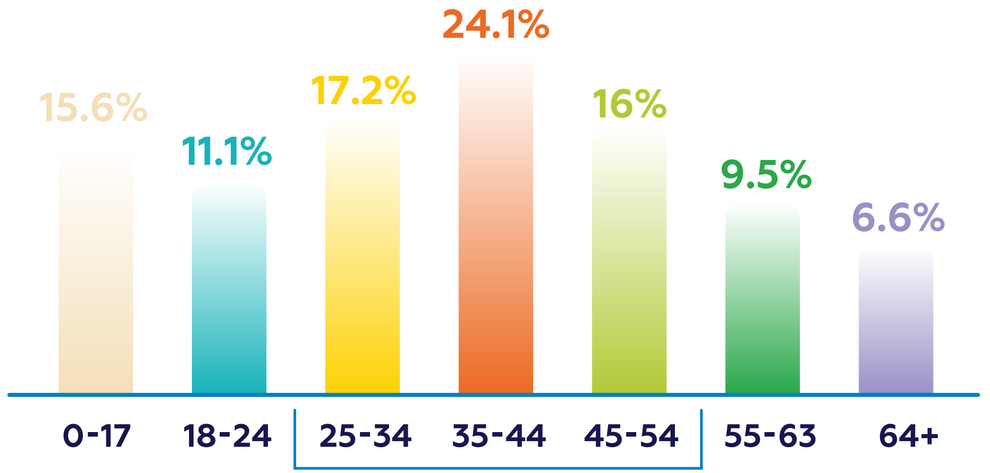
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CORE AUDIENCE

ECONOMICALLY ACTIVE VISITORS



"WE'RE GOING HERE". In 80% of cases, this decision is made by women. The high proportion of female attendees helps communicate directly with those who most often have the final say in travel plans (according to Forbes).



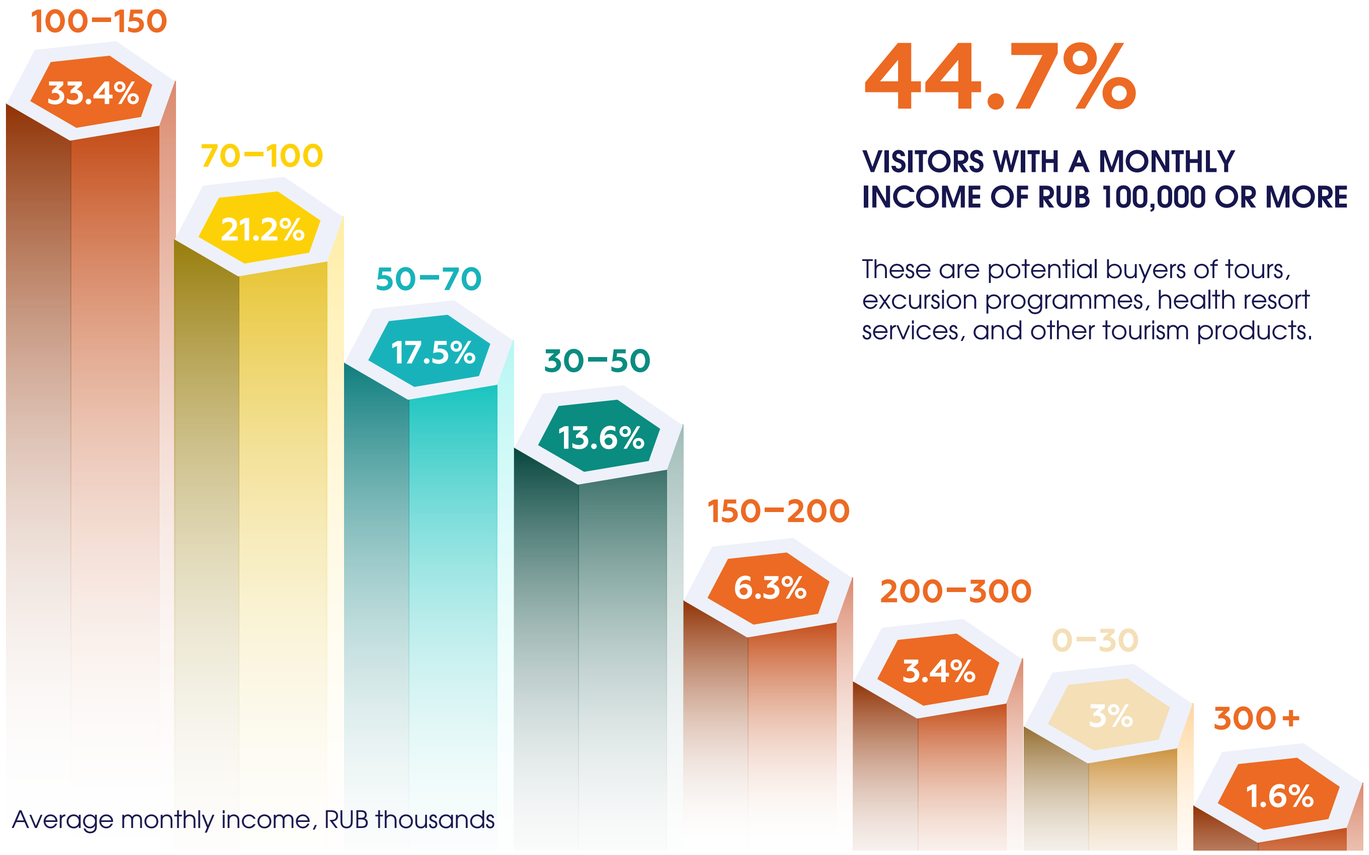
57.3% THE MAIN ECONOMICALLY ACTIVE AUDIENCE

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AUDIENCE

WITH HIGH PURCHASING POWER



Average monthly income, RUB thousands

44.7%

VISITORS WITH A MONTHLY INCOME OF RUB 100,000 OR MORE

These are potential buyers of tours, excursion programmes, health resort services, and other tourism products.

BENEFITS FOR EXHIBITORS

- Promotion of products in various price segments, from mass tourism to premium individual offers.
- Opportunity to sell tourism services and products at the venue and show new products to an audience of 500,000+ guests.
- Potential to sell all categories of goods and services, from tour bookings and pre-orders of equipment for active recreation to large-scale sales of souvenirs, merchandise, and food.

FORUM AUDIENCE

BEYOND MOSCOW

52%

from 80 different regions of Russia

41%

from Moscow and Moscow Region

7%

foreign residents



The map shows the regions of Russia with the largest number of Forum visitors.

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FAMILIES

EXPAND THE FORUM'S COMMERCIAL REACH

ARE PARENTS

25.8%

PARENTS + CHILDREN = FAMILY DEMAND

15.6%

VISITORS UNDER 17

A single attendee often makes decisions for their entire family, generating demand for multiple categories of goods and services simultaneously. This makes families an attractive segment for a wide range of exhibitors, not just in the tourism industry, but also companies offering products and services for everyday life, recreation, and leisure.







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VISITORS

OPEN TO ACTIVE TOURISM

53.8%

lead a healthy lifestyle

33.6%

are motorists

AUDIENCE INTERESTS

↓

ACTIVE TOURISM

+

WELLNESS

+

ROAD TRIPS







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EXHIBITOR BENEFIT

DURATION OF CONTACT WITH VISITORS

74.4%
UP TO 2 HOURS

11.8%
2–3 HOURS

7.8%
>4 HOURS

6%
3–4 HOURS

A QUARTER
OF THE AUDIENCE SPENDS MORE THAN 2 HOURS AT THE FORUM

The longer visitors are at the venue, the more opportunities exhibitors have to fully interact with potential customers, from initial product introduction to establishing contact for further communication.





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ENGAGED AUDIENCE

MORE OPPORTUNITIES TO INTERACT WITH EXHIBITORS

FORUM MOBILE GUIDE

25,700
visitors used the mobile guide

38
minutes: average interaction time

1,575
unique participants used their personal QR codes at stands



QR codes were an additional point of contact between exhibitors and visitors. Users had easy access to information about exhibitors to explore their offerings and digital materials.

FORUM VENUE QUEST

3,221
participants

63,011
quest location visits

up to **1,737**
additional visits to exhibitors by quest participants



The quest format effectively engaged visitors in exploring the exhibition, stimulating additional traffic to partner and exhibitor stands, increasing interactions with visitors, and raising on-site interaction times.

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OPPORTUNITIES
FOR EXHIBITORS

ECONOMICALLY ACTIVE VISITORS

57.3%

of the audience are aged 25–54

The opportunity to present tourism services and consumer products to an audience that makes independent purchasing decisions, compares offers, and plans future spending.

GUESTS FROM BEYOND THE CAPITAL

51.8%

of visitors to VDNKh came from Russian regions outside Moscow

The opportunity to present services and products to a nationwide audience, expand your geography of potential customers, and increase the recognition of tourist destinations or brands at the federal level.

FINANCIALLY EMPOWERED AUDIENCE

44.7%

monthly income of RUB 100,000 or more

The opportunity to promote a wider range of tourism services and products, including luxury offerings, individual tours, and high-end products, from excursion programmes to package tours, health resort vacations, and premium offers.

FAMILY AUDIENCE

25.8%

are parents; 15.6% of visitors are under 17

The opportunity to showcase destinations and children's programmes for family vacations: camps, health resorts, accommodations, amusement parks, and products for children and families.

ACTIVE AUDIENCE

53.8%

lead a healthy lifestyle

The opportunity to promote active, eco-friendly, athletic, and wellness tourism, including products related to healthy lifestyles, athletics, and active recreation.

MOTORISTS

33.6%

of the audience

The opportunity to showcase road trip routes, campsites, roadside services, products and equipment for vehicle travel, as well as brands of automobile, motorhome, and camper van manufacturers.

INTERNATIONAL VISITORS

2.8%

of guests

The opportunity to showcase tourism potential to an international audience and increase awareness of tourism areas among foreign travelers and partners.

