



НАЦИОНАЛЬНЫЕ
ПРОЕКТЫ
РОССИИ



INTERNATIONAL
TOURISM FORUM

★ LET'S TRAVEL!

ROSCONGRESS
Time to Act



Recap of
2026

MOSCOW, VDNH

10-14 JUNE 2027



THE 'LET'S TRAVEL!' INTERNATIONAL TOURISM FORUM

The International Tourism Forum Let's Travel! is a major global-scale event in the Russian tourism industry and a key platform that brings together industry professionals and a large audience of travellers.

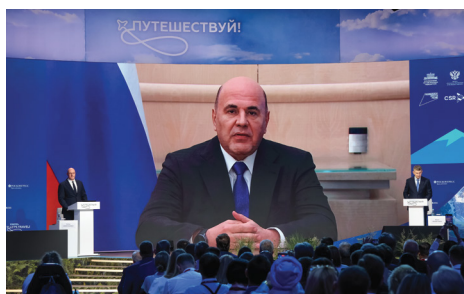
The Forum's unique format allows the public to discover the tourism potential of Russia and friendly foreign countries, showcasing diversity in the tourism industry.

WHY CHOOSE 'LET'S TRAVEL!':

The uniqueness of the forum lies in a variety of interaction formats: G2G, G2B, G2C, B2B and only at the 'Let's Travel!' - B2C.

Unique timing, including the National Russia Day holiday.

Unique venue – VDNKh, a site popular with millions both of Russian and international tourists.



THE 2026 FORUM IN NUMBERS

BUSINESS PROGRAMME

4726
participants

85
Russian regions

61
foreign countries

69
business programme sessions

343
speakers and experts

107
agreements signed

EXHIBITION

511 000 +
visitors

80 000 M²
exhibition area

180
stands

12
foreign countries

74
Russian regions

574
exhibitors

FESTIVAL PROGRAMME

1800 +
events

15
venues

CHINESE KITE FESTIVAL

800 +
artists and ensembles
on the Main Stage



FOR THE FIRST TIME IN 2026

12 FOREIGN COUNTRIES AT THE EXPOSITION



Venezuela



Kyrgyzstan



Cuba



Thailand



Abkhazia



Uganda



Uzbekistan

HOSTING A STAND FOR THE FIRST TIME



China
Guest Country



Belarus



Myanmar



Sri Lanka

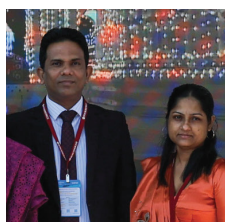


Nicaragua



Mara Stotti

Minister of Tourism,
Co-Director of the
Nicaraguan Institute
of Tourism (INTUR)



**Chamila
Jayarathna**
Deputy Managing
Director and **Sasika
Jayaweera**,
Assistant Director
Marketing of Sri Lanka
Tourism Promotion
Bureau

“It was a great opportunity for us to promote our destination and raise awareness about Nicaragua in the markets of Russia and Eurasia. We would like to express our gratitude for the opportunity the networking sessions gave us to hold meetings with local agencies and tour operators to establish bilateral partnerships for cooperation between destinations.”

“The 'Let's Travel!' International Tourism Forum was well-organized and served as an outstanding platform for interaction between representatives of foreign tourist destinations with government agencies, industry professionals, and consumers. The forum not only fostered valuable business networking and the development of partnerships but also significantly increased the awareness of tourist destinations among thousands of Russian travellers through direct communication with the audience. We are sincerely grateful to the Roscongress Foundation and the organizing team for their dedication and professionalism.”

AT THE BUSINESS PROGRAMME

12 foreign ministers and deputy
ministers of tourism

NETWORKING SERVICE
FOR PARTICIPANTS

500+ individual
and group meetings

MEDIA COVERAGE

12 500+ mentions in the media

238 registered outlets
and bloggers

98 TV reports

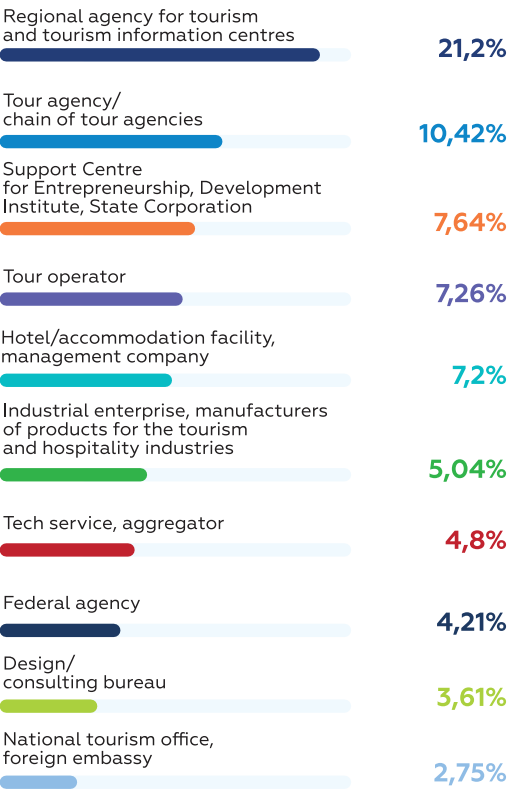


TARGET FORUM AUDIENCE

The Forum brings together

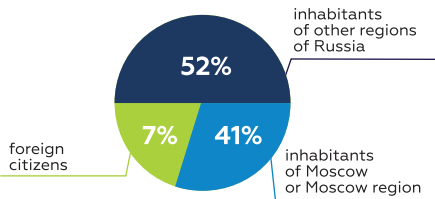
- Government officials
- The owners and operators of businesses and organizations in the tourism industry
- The manufacturers of products for the tourism and hospitality industries
- Investors and entrepreneurs
- Media outlets and bloggers
- Tourists and travellers

Areas of activity of Forum participants



GR
Business

Portrait of a festival visitor



- Average age – 35–44 y.o.
- Monthly wage of 54% of visitors: RUB 70,000–150,000
- Parents with children 26%



OPPORTUNITIES TO PARTICIPATE AND BENEFITS

EXHIBITOR

Visitors can't miss your stand in the heart of the exhibition - 'Travel the World!' Continent. You get a chance to:

- interact with more than 510,000 private clients to promote your destination, brand or product
- meet actual buyers of the tourism product and grow your customer base
- strengthen GR and business communications
- establish new partnerships and sign agreements
- attract the attention of the media and bloggers
- present the culture, traditions, and gastronomy of tourist destinations at the stand and in the festival programme

PARTNER

Service packages are tailored to your needs around the business programme, exhibition, festival, or all across the Forum. You get an opportunity to:

- introduce a brand or tourist destination to millions of people
- participate in an open dialogue between business and government
- organize an event within the business programme or arrange for a speaker to participate in an expert discussion
- include a press conference in the programme
- attract investment to develop your business
- get information support
- interact with tourism industry experts and professionals

PARTICIPANT

With a chance to take part in the industry's premier event, where solutions are born and expert resources presented, you get:

- access to all business programme and exhibition areas
- a service to schedule meetings with other participants and exhibitors
- a chance to network and exchange experience with experts and key industry figures



OUR THANKS TO ALL 2026 FORUM PARTNERS!

GUEST COUNTRY



TITLE PARTNER



PARTNERS



GREEN PARTNER



GENERAL PARTNER



INNOVATION PARTNER



AGRI TOURISM SPONSOR



OFFICIAL PARTNERS



INFRASTRUCTURE PARTNER



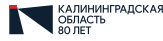
GENERAL BUSINESS PROGRAMME PARTNER



MOUNTAIN PARTNER



PARTNER REGION



ORGANIZER



The Roscongress Foundation is a socially oriented non-financial development institution and a major organizer of international and nationwide 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.

The Foundation's events draw participants **from 209 countries and territories**, with over **15,000 media representatives** working at Roscongress venues every year. **More than 5,000 Russian and foreign experts** engage in analytical and expert work.

roscongress.ru

FORUM CONTACTS

VLADIMIR ZATYNAIKO
FORUM DIRECTOR
vladimir.zatynayko@roscongress.org

LIUBOV MORDVINTSEVA
FORUM DEPUTY DIRECTOR

+7 (499) 181 5202 (ext. 134)
liubov.mordvintseva@roscongress.org

ELINA ZELVINA
HEAD OF THE PARTNER RELATIONS
DIRECTORATE

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

ELIZAVETA KOMAROVA
MANAGER FOR INTERNATIONAL
PARTICIPANT RELATIONS

+7 (995) 071 1307
office@rustravelforum.com



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