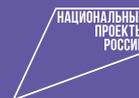


INTERNATIONAL
TOURISM FORUM

LET'S TRAVEL!

ROSCONGRESS
Time to Act



TRAVELLING
UNITES US



10-14 JUNE
2026
VDNH, MOSCOW

#LETSTRAVEL

RUSTRAVELFORUM.COM/EN/



МЕЖДУНАРОДНЫЙ
ТУРИСТИЧЕСКИЙ ФОРУМ
ПУТЕШЕСТВУЙ!
РОСКОНГРЕСС
Russia and Beyond

МЕЖДУНАРОДНЫЙ
ТУРИСТИЧЕСКИЙ ФОРУМ
ПУТЕШЕСТВУЙ!
РОСКОНГРЕСС
Время действовать

**ПУТЕШЕСТВИЯ
НАЧИНАЮТСЯ
ЗДЕСЬ**

INTERNATIONAL
TOURISM FORUM
LET'S
ROSCONGRESS
Time to Act



SIGNIFICANCE OF THE EVENT



**Vladimir
Putin**

President of
the Russian
Federation

"The Forum is held in a creative and constructive manner, and its decisions contribute to the further establishment of a competitive tourism market in our country, the improvement of the quality of services, the training of skilled professionals, and the overall promotion of Russia as one of the most interesting and hospitable travel destinations."



7,9 million

inbound tourist trips
from abroad to Russia



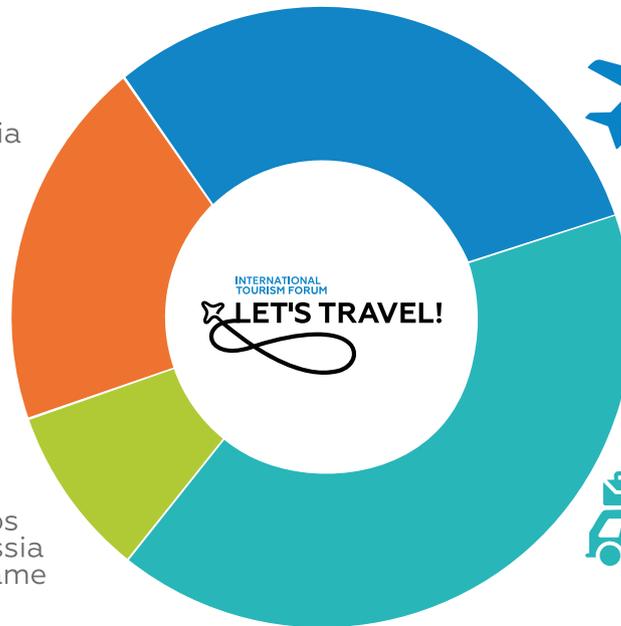
22,6 million

outbound tourist trips
abroad by Russian
citizens



+5%

inbound tourist trips
from abroad to Russia
compared to the same
period in 2024



82,9 million

tourist trips across
Russia by Russian
and foreign citizens

* Data provided by Russian Federal Service for State Statistics (Rosstat) for 11 months of 2025

'LET'S TRAVEL!' INTERNATIONAL TOURISM FORUM

A major global-scale event in the Russian tourism industry and a key platform that brings together industry professionals and a broad audience of travellers.



No. 1 Industry Event in Russia

by:

- Venue size
- Unique synergy of formats – business forum and tourism festival
- Number of exhibitors, visitors, and experts who take part in the business programme
- Status of participants
- Diversity of communication models
G2G, G2B, G2C, B2B, B2C
- Participation of industry ministers as heads of foreign delegations
- All 89 regions of Russia present at one event
- Number of meetings held and agreements signed
- Intensity of the festival and cultural programme, diversity of topics and formats
- Media coverage

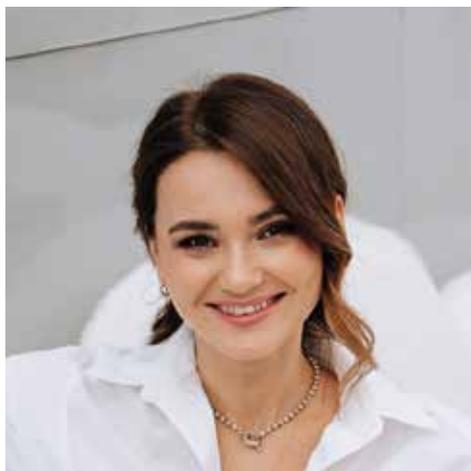




Leticia Gomez Hernandez

Ex-Minister of People's Power for Tourism
of the Bolivarian Republic of Venezuela

"On behalf of the Bolivarian Republic of Venezuela and the Ministry of People's Power for Tourism, we are pleased to announce that our participation in the 5th 'Let's Travel!' International Tourism Forum in Moscow was a tremendous success. It was an honor for us to serve as a Partner Country, which enabled us not only to strengthen our friendly ties with the Russian Federation, but also to demonstrate our tourism opportunities and the diversity of destinations that Venezuela has to offer to the Russian people."



Regina Rudakova

Head of the Russian Representative Office of the Ministry
of Heritage and Tourism of the Sultanate of Oman

"Oman was pleased to accept the invitation to serve as the Forum's Cultural Partner, presenting itself as a new and promising destination for Russian travellers. We would like to thank the organizers for holding the event at such a high level and providing an effective communication platform that opens up new opportunities to intensify cooperation."

GROWTH OF THE FORUM

The Forum celebrated its fifth anniversary in 2025. In this short time, it has demonstrated rapid growth in terms of demand among all target audience groups.



	2021	2022	2023	2024	2025
Number of regions of Russia with their own exposition booths	11	28	40	51	83
Visitors	12 000+	50 000+	50 000+	500 000+	433 000+
Business programme speakers	90	210	240	396	427
Agreements	-	-	2	13	67
Media coverage, number of publications	-	1004	2822	4724	11 557



Dmitry Chernyshenko

Deputy Prime Minister of the Government of the Russian Federation



Evgeny Kozlov

First Deputy Chief of Staff of the Mayor and the Government of Moscow; Chairman of the Tourism Committee of the City of Moscow



Maxim Reshetnikov

Minister of Economic Development of the Russian Federation



Prof. Ruwan Ranasinghe

Deputy Minister of Foreign Affairs, Foreign Employment and Tourism, Democratic Socialist Republic of Sri Lanka



Dmitry Vakhrukov

Deputy Minister of Economic Development of the Russian Federation



Ramon Finol

Ex-Deputy Minister of International Tourism, Bolivarian Republic of Venezuela

PARTNER OF THE FORUM

BENEFITS

- The opportunity to take part in an open dialogue between business and government with the participation of top government officials, heads of constituent entities of the Russian Federation, heads of industry departments, and representatives of leading companies;
- Inclusion of an event in the business programme or a speaker in an expert discussion at the anchor federal forum on tourism and hospitality;
- A press conference attended by partners;
- An audience of more than 500,000 private clients to promote your brand or product; interaction with the client; getting feedback on the product; enlarging the client base with 'warm' leads;
- Information support that will make your organization's participation in the Forum as visible as possible;
- Successful development of business communications among experts and professionals in the tourism industry and more than 20 related industries;
- The opportunity to invite business partners to the 'Let's Travel!' International Tourism Forum and business events organized by the company as part of the Forum;
- A personal manager from the Roscongress Foundation.

A prestigious 'Partner Country' status enhances brand visibility and maximizes reach to B2B and B2C audiences.

Partners 2026:

TITLE PARTNER



PARTNER



COMMUNICATION
PARTNER



BUSINESS PROGRAMME
PARTNER



SESSION PARTNER



* as of March 1, 2026

FESTIVAL EXHIBITOR

BENEFITS

- Showcase and sell your goods and/or services to the largest exhibition audience
- Expand your customer base
- Promote and strengthen your brand
- Test and launch new products for different target groups
- Strengthen GR communications
- Expand partnerships and sign agreements
- Attract investments for business development
- Attract the attention of media and bloggers
- Hold themed events to attract the product's target audience

Media coverage of the 2025 Forum:

 38 reports on national TV channels

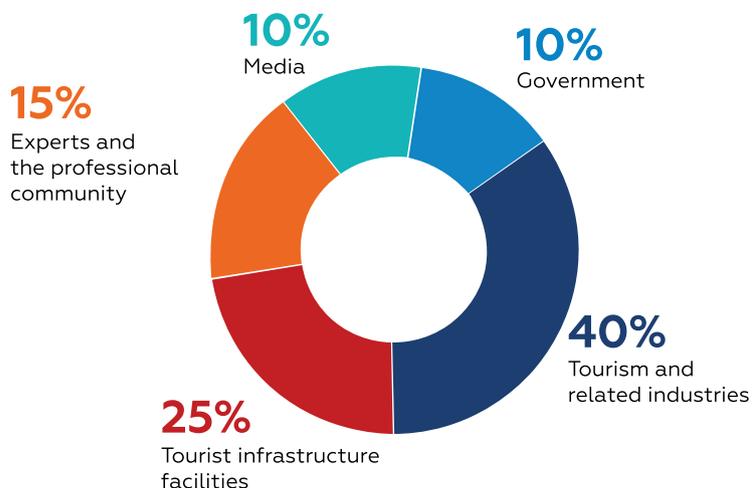
 18.9 million people reached through ad campaigns

 5,800 reports in federal media

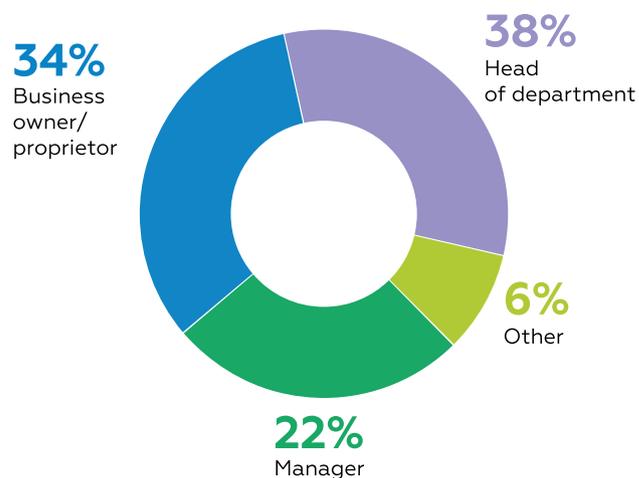


The 2025 Forum featured 4,043 participants from 86 regions of Russia and 32 countries

By field of professional activity



By level of position

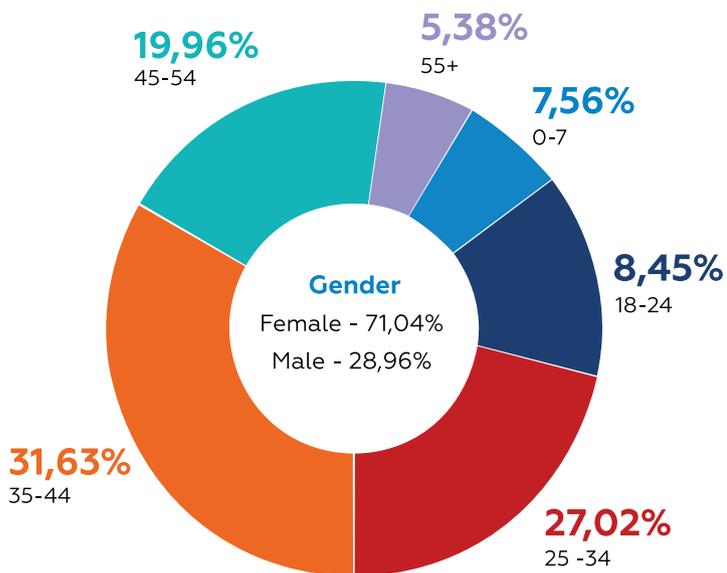


RECAP OF 2025:

433 000

VISITORS

Age groups



Families

- Families with children
- Young couples

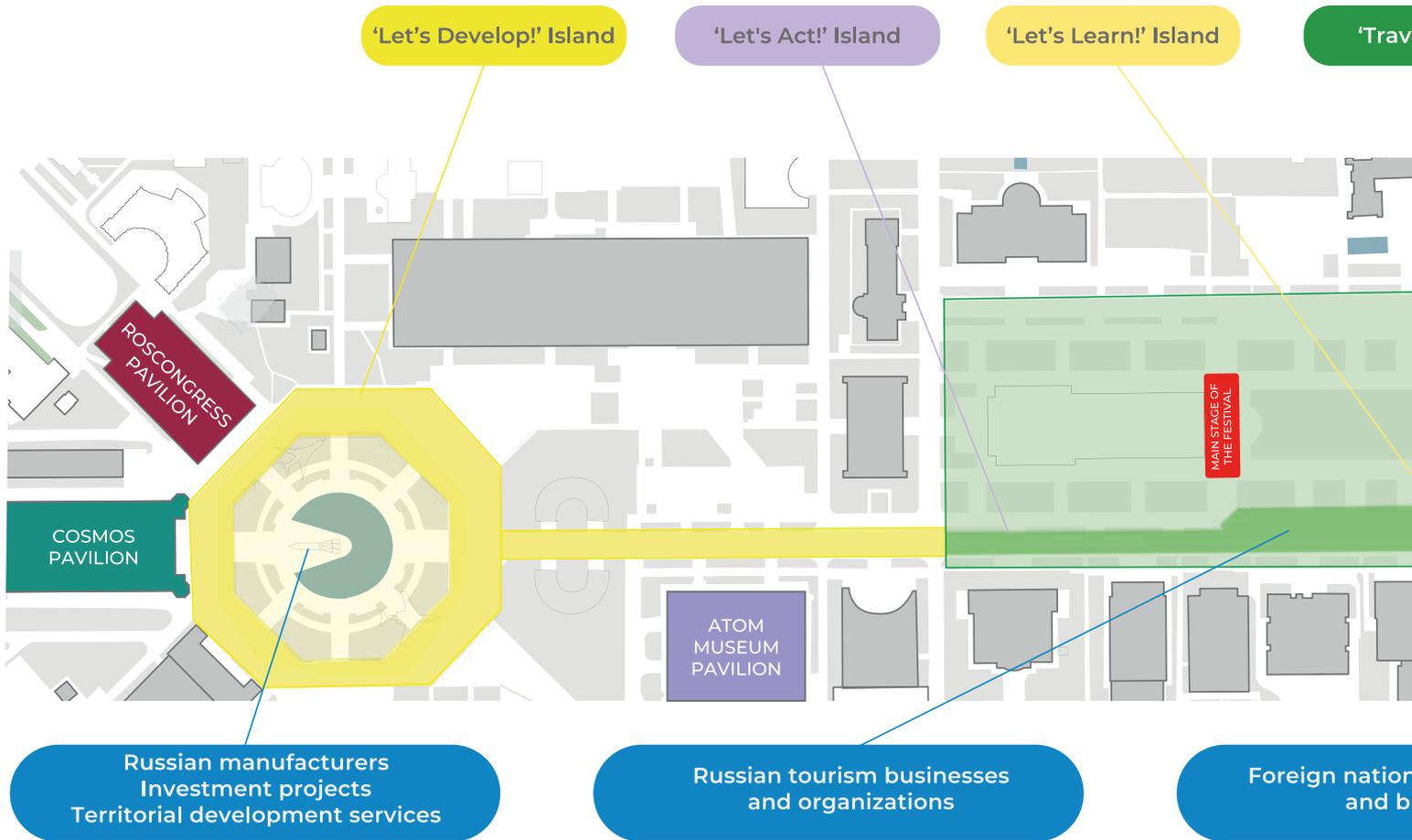
Active young people

- Students and young experts
- Fans of outdoor activities
- Digital community participants

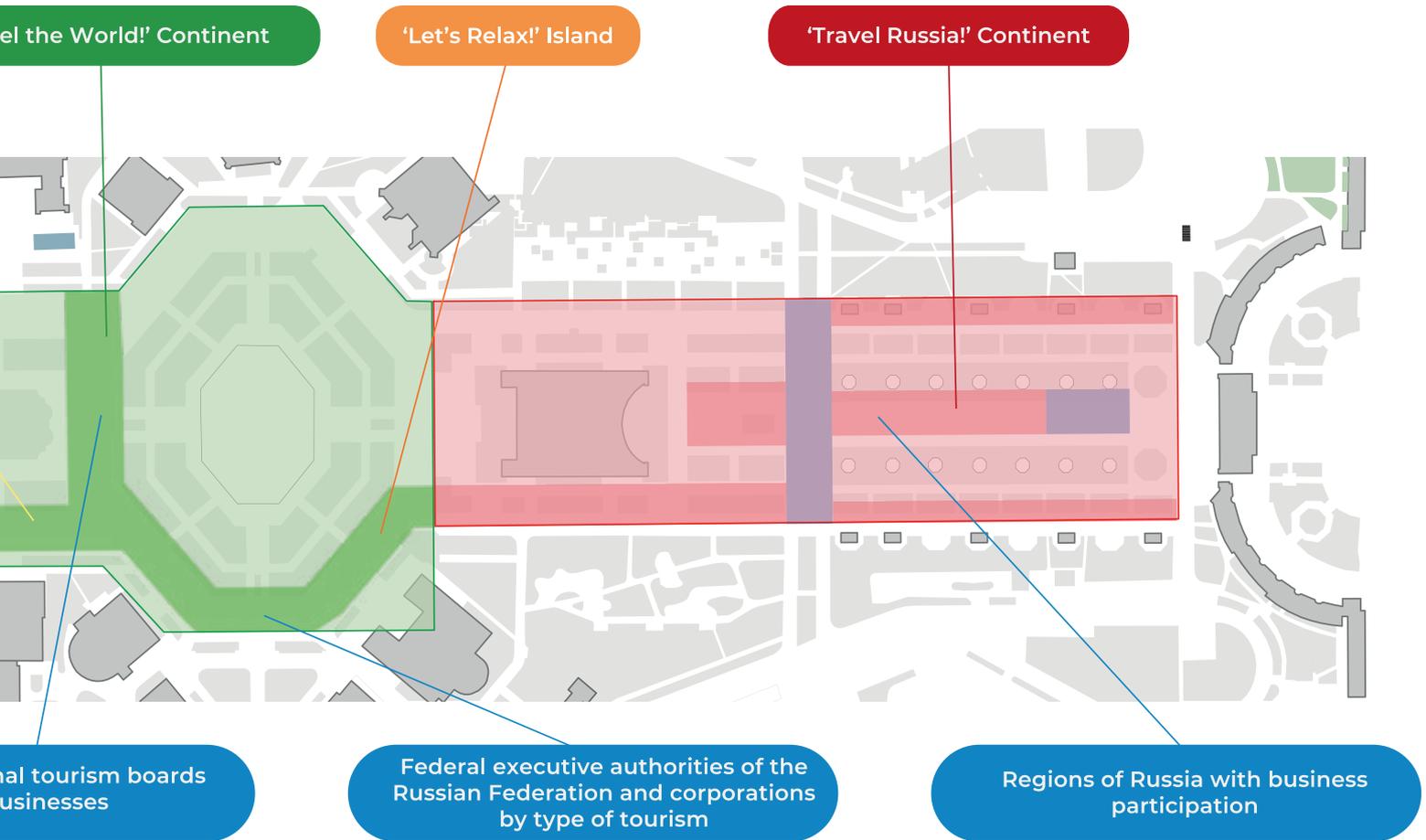
Tourists

- People planning trips around Russia
- Tourists from Russia and abroad who visit Moscow at the time of the Forum
- Travel content and media subscribers





CONCEPT OF THE FESTIVAL EXPOSITION



FESTIVAL EXPOSITION



First festival for all travel-lovers in Russia!

RECAP OF 2025:

72 000 m²

438
EXHIBITING
ORGANISATIONS

83
REGIONS OF RUSSIA

9
FOREIGN COUNTRIES

'TRAVEL RUSSIA!'

CONTINENT

89 regions of Russia

Participants:

- Representatives of regional executive authorities of Russia
- Tourist information centres
- Festival and event organizers
- Regional businesses
- Souvenir and merchandise manufacturers

'TRAVEL THE WORLD!'

CONTINENT

20+ international exhibitors

Participants:

- National tourism boards
- Tour operators
- Airlines
- Holiday resorts

TRAVEL TECH COMPANIES AND SERVICES FOR TRAVELLERS

- Online travel agents
- Travel service aggregators
- Digital services for travel organizing

'LET'S ACT!' ISLAND

- Autotourism
- Active Tourism
- Nature Tourism
- Ecotourism



- Wellness tourism
- Beach tourism
- Cruises
- Rural tourism
- Wine tourism



'LET'S LEARN!' ISLAND

- Cultural tourism
- Educational tourism
- Family tourism
- Children's and youth tourism



'LET'S DEVELOP!' B2B ISLAND

- Space for business networking, finding investors and partners



Central theme of the 2026 Festival Programme – UNITY OF PEOPLES

RECAP OF 2025:

60+ HOURS
OF PROGRAMME

182
EVENTS IN THE
GRAND LECTURE
HALL

175
PERFORMING
GROUPS ON THE
MAIN STAGE

MAIN STAGE

- A large-scale concert by musical and dance groups;
- Fashion shows and theatrical performances by actors' studios;
- Performances by choral and folklore groups from Russia and around the world;
- Prize draws for Forum guests.

GRAND LECTURE HALL

- Inspiring meetings with travellers and travel bloggers;
- Unique experience sharing by people preserving their traditions and crafts;
- Showcases of amazing places and ideas for new routes;
- Film screenings and business games.

RETREAT ZONE

- Wellness treatment and sound therapy;
- Soft training sessions;
- Traditional practices and tastings.

FESTIVAL NATIONAL PROCESSIONS

- Parades of actors in national dress;
- Cultural diversity presenting at one venue.

'MORE THAN A JOURNEY' SIGHTSEEING PROGRAMME

- Daily tours of the Forum exposition;
- Interesting stories about the country and the world from professional tour guides.

TERRITORY OF FOLK-ART TRADITIONS OF THE PEOPLES OF RUSSIA

- Arts and crafts;
- Creative master classes .

ACTIVE RECREATION AND HEALTHY LIFESTYLE ZONE

- Preparations for hiking and ready-for-labour-and-defence tourist activities;
- Morning exercises with famous athletes;
- Golf masterclasses;
- Figure cycling;
- Nordic walking.

COMING IN 2026: FOOD ZONE

- Specialties from regions of Russia (in the form of street food);
- Shows by famous chefs.



RECAP OF 2025:

61 BUSINESS
SESSIONS

427 SPEAKERS

67 AGREEMENTS
SIGNED



SPECIAL EVENTS

- Plenary session with members of the Government of the Russian Federation
- Meeting of the State Council Commission of the Russian Federation on Tourism
- Business dialogue with Maxim Reshetnikov, Minister of Economic Development of the Russian Federation
- Pitch sessions: Russian and foreign investment projects
- The Let's Travel! Awards Ceremony
- Signing of agreements
- Youth Day
- Official intergovernmental meetings

COMING IN 2026:

- Business communication and B2B networking zone for the Forum participants
- Special sessions with B2B networking & presentations for international exhibitors

PRODUCT

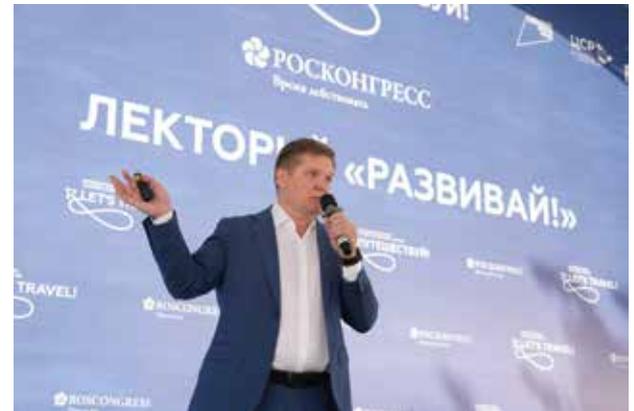
- National identity
- Personnel and labour productivity
- Autotourism
- International cooperation
- Creative industries

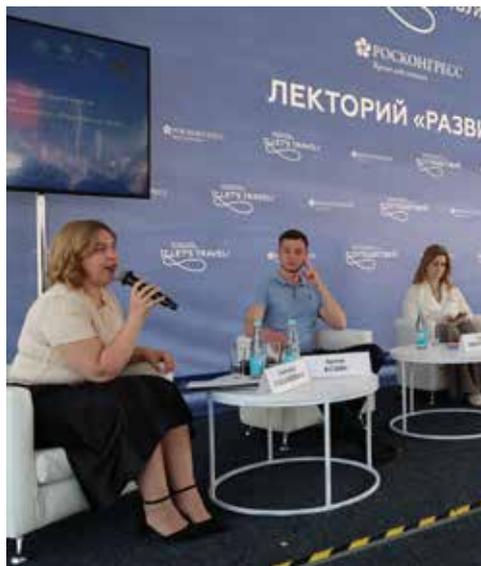
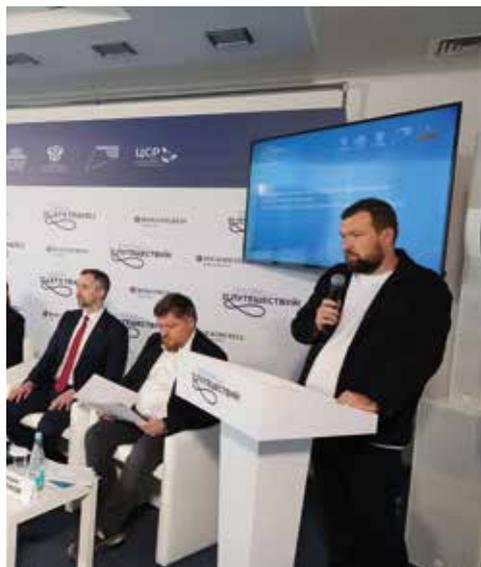
INFRASTRUCTURE

- Investments
- Transport
- International cooperation
- Berthing infrastructure for water tourism (cruises, yachting)

PROMOTION

- Digitalization
- Marketing of territories
- Food culture of countries and regions of Russia
- International cooperation
- Themed events





ROSCONGRESS Time to Act

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.



participants from 209 countries and territories



more than 5,000 experts from Russia and abroad



over 15,000 media representatives



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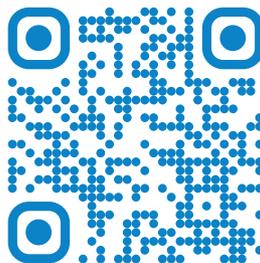
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INTERNATIONAL
TOURISM FORUM

★ LET'S TRAVEL!



 ROSCONGRESS

Time to Act

