

"LET'S TRAVEL!" INTERNATIONAL TOURISM FORUM PROGRAMME

June 10–12, 2026, Moscow, VDNH

Programme accurate as at June 11, 2026

10 June, 2026

11:00–12:30

Moscow, VDNH, Pavilion 55
Roscongress
Plenary Hall, 1st floor

Key Events

Plenary session **Time to Travel: A Kaleidoscope of Experiences Available to All**

Tourism is not a privilege. Tourism is an opportunity to take a fresh look at a country and learn more about its culture and traditions. And everyone should have this opportunity. Government support, entrepreneurial initiative, an established tourism infrastructure, and a variety of tourism products mean that travel is not something that should be put off until later: the time to travel is now. What results have the government's support measures already achieved? Tourism Capital: How is Moscow simultaneously developing domestic and inbound tourism? Train travel: A synergy of convenience and excitement?

Moderators:

- **Dmitry Chernyshenko**, Deputy Prime Minister of the Russian Federation
- **Maxim Reshetnikov**, Minister of Economic Development of the Russian Federation

Speakers:

- **Pavel Alioshin**, CEO, Yandex.Vertical
- **Rishat Bagautdinov**, General Director, Vodokhod
- **Mark Eremin**, Blogger; co-owner, travel service Ahhu!
- **Dmitry Filyakov**, First Deputy General Director, Siberian Coin
- **Ivan Kolesnikov**, Deputy Director General, Russian Railways
- **Gleb Nikitin**, Governor of Nizhny Novgorod Region
- **Svetlana Tyumentseva**, Director, Hotel Development Company
- **Andrey Yumshanov**, General Director, Kavkaz.RF

13:00–14:30

Moscow, VDNH, Pavilion 55
Roscongress
Plenary Hall, 1st floor

Product

Improving Tourism and Hospitality in Cities with High Scientific and Technological Potential: Opportunities for and the Stance of Big Business

With the support of Rosatom Energy of Development



For state corporations and big business, tourism is turning into a strategic instrument for human resources and regional development policy and a tool for strengthening Russia's technological sovereignty. Given the growing demands of high-tech industries, a skilled workforce has become a critical resource, and the appeal of a city has become a decisive factor in the ability to attract and retain such talent. As such, tourism is becoming an effective tool for urban transformation. Cities with high scientific and technological potential also have major tourism potential (auto, nature, water-based, and cruise tourism), yet they often fail to meet the standard criteria for securing state or regional support due to logistical complexities, inconsistent tourism patterns, and other factors. It should be noted, though, that the cities that have successfully secured such support are undergoing a profound transformation and demonstrating tangible results. Today, it is crucial that all parties involved join forces to come up with systemic solutions by developing proposals for

support measures, launching new initiatives, scaling up best practices, and establishing effective collaboration with government institutions.

Moderator:

- **Vita Saar**, Head of the Rosatom Hospitable Cities Program

Speakers:

- **Alexander Biba**, President, Cosmos Hotel Group
- **Alexandra Kondaurova**, Deputy Governor of the Murmansk Region
- **Kirill Mironov**, Head of Department, Rosatom Science
- **Aleksey Safonov**, Head of the city of Sarov
- **Mikhail Sheldunov**, Director of the Project Implementation Directorate, Tourism.RF Corporation
- **Aleksandr Tertychnyy**, General Director, Anterra
- **Anna Zhigulskaya**, Head of the Project Office for Internal Communications and Corporate Social Responsibility, Rosatom

13:00–14:30

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 1, 1st floor

By invitation

13:00–14:30

Moscow, VDNH, Pavilion
'Kosmos'
Conference Hall, 2nd floor

By invitation

13:00–14:30

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 2, 3rd floor

Business dialogue

Russia–India: Tour Operators' Business Dialogue

Key Events

Meeting of the Russian State Council's Tourism Commission: 'Development of Inbound Tourism, Promotion Mechanisms, and Measures to Boost Exports of Tourism Services'

The meeting will look at ways to achieve the goals of Russia's Tourism and Hospitality National Project, specifically increasing the number of inbound tourists to 16 million people by 2030. The key objective for 2026 is to retain the inbound tourist numbers seen in 2025 and focus on further increasing this indicator. Participants will also identify additional measures and mechanisms to boost inbound tourism metrics and unlock the potential of attractive destinations. What is the current outlook for the development of inbound tourism? How are visa policies and payment systems evolving? How are international transport services organized to support the development of inbound tourism? How is human resource support structured within the hospitality industry to ensure growth in inbound tourism? What measures could enhance the effective promotion of regional tourism products globally? What new inbound tourism destinations are currently being developed? What mechanisms exist for monitoring and forecasting inbound tourism trends?

Promotion

When Tourism Turns into Emigration: How Foreigners Visit Russia's Regions and Stay There to Live

A popular adage warns against "confusing tourism with emigration"; yet, for most people relocating from European countries to Russia, this is exactly how their stories began – with their very first tourist visit. In recent years, a number of Russian regions have been offering relocation programmes for foreigners, ranging from 'German villages' and turnkey relocation packages for highly skilled professionals to opportunities to establish one's own business or farm. Behind each relocation is an intricate chain of interactions, approvals, and challenges, starting with the initial idea and its promotion in the media to support from the state and regional authorities, public-private partnerships, and legal assistance. How and why are Russia's regions becoming a hot spot for foreigners? What are some of the initial results of these relocation programmes, and which mechanisms for their implementation and promotion have proven most effective? What are the key ingredients to these success stories, and what lessons have been learned along the way?

Moderator:

- **Tim Kirby**, Journalist, TV and Radio Host; Author of the Show "The Most Russian American"

Speakers:

- **Oleg Berkovich**, Deputy Governor of the Nizhny Novgorod Region

- **Martin Held**, Blogger; Owner, Telegram Channel "My Russia"
- **Anna Kuvaytseva**, General Director, «International Academy of Hospitality»
- **Elena Polonskaya**, Commissioner under the Pskov Region Governor for Compatriot and Migration Affairs
- **Vladimir Sedov**, Founder, Askona Life Group; Co-founder, Gorki Business School; Author of the Dobrograd Project
- **Alexandre Tzico-Stefanescu**, Director General, ATSAL; Founder, Project Ruspatriation
- **Anastasiya Zolotukhina**, Director of the Department for Social Sphere and Non-Profit Organizations Sector Development, Ministry of Economic Development of the Russian Federation
- **Natalya Nikitina**, Authorized Representative for Work with Compatriots and Business Migration Issues, Foundation 'Investment Agency of Kurgan Region'

Front row participant:

- **Timur Beslangurov**, Partner, VISTA Immigration

15:00–16:30

Moscow, VDNH, Pavilion 55
Roscongress
Plenary Hall, 1st floor



Key Events

Snow, Bears, and Ballet: How Travel Agencies Present Russia to International Travellers

With the participation of the Visit Russia

For foreign tourists, the stereotypical image of Russia still revolves around year-round winter, bears, ballet, and the Kremlin towers. However, actual tourism offerings expanded beyond these confines a long time ago. Travel agencies draw upon familiar imagery about Russia, but infuse it with fresh content, such as trips to the country's regions, Arctic and Siberian itineraries, gastronomic and nature tours, as well as contemporary urban culture and creative industries, thereby crafting a more complex and multifaceted image of Russia. With growing interest among tourists from China, the Persian Gulf states, and South and Southeast Asia, it is particularly crucial to understand which images of Russia truly resonate in different markets, and how we can effectively combine recognizable symbols with new content. How can we establish a long-term system of support for regional projects to ensure the programme serves as a sustainable engine of growth rather than a one-off initiative? Which formats of tourism products and services are in highest demand across key global markets and have the potential to shape a new image of Russia as a top travel destination? How can we ensure that the regional authorities and businesses effectively utilize the tools developed as part of this programme in order to boost occupancy rates, increase revenue, and enhance international awareness about Russia's diverse territories?

Moderator:

- **Dmitry Dobrolyubov**, Presenter, Russia Today China

Speakers:

- **Prashant Chaudhary**, Managing Director, Salvia Promoters Pvt Ltd.
- **Zhang Huan**, CEO, Beijing Romanworld International
- **Andrey Ignatiyev**, Vice-president, Russian Tourism Union
- **Oleg Kochug**, Director, Center for International Tourism Development, Center for Strategic Research
- **Nikita Kondratyev**, Director of the Department of Multilateral Economic Cooperation in Special Projects, Ministry of Economic Development of the Russian Federation
- **Arseny Krepsky**, Adviser to the General Director, Center for Strategic Research Foundation
- **Vladimir Kurstak**, Deputy Chairman of the Management Board, Promselhozbank
- **Bulat Nurmukhanov**, Deputy Chairman, Moscow City Tourism Committee
- **Irina Osadchaya**, Deputy General Director for Communication Projects, National Priorities
- **Aleksandr Sirchenko**, Deputy General Director, Fun&Sun
- **Sangadzhi Tarbaev**, Chairman, Committee on Tourism and Tourism Infrastructure Development, State Duma of the Federal Assembly of the Russian Federation
- **Ilya Umansky**, President, Russian Union of Travel Industry; General Director, National tour operator "Alean"
- **Jeena Fernandes**, CEO, Bestination Holidays Pvt Ltd

15:00–16:30

Moscow, VDNH, Pavilion
'Kosmos'
Conference Hall, 2nd floor

Key Events

Meeting of the Organizing Committee for the 60th Anniversary of the Golden Ring Tourist Route in the Central Federal District in 2027

In 2027, Russia's Golden Ring route will mark its 60th anniversary. The celebrations planned over the next two years require precise coordination and strategic planning at the level of an organizing committee. This session aims to come up with concrete solutions for organizing work during the pre-anniversary (2026) and anniversary (2027) years, as well as launching partnership programmes and modern initiatives that are capable of scaling up the route's development and establishing a single Golden Ring tourism space by the anniversary date. The Organizing Committee's meeting agenda includes the signing of agreements with partners (we have also requested the organization of a ceremonial signing procedure). What decisions need to be made as early as 2026 to ensure that the 2027 anniversary events are held at the highest level? What long-term legacy is the Organizing Committee laying the groundwork for right now and what should remain after the anniversary?

Speakers:

- **Denis Annikov**, Director, Race of Heroes
- **Evgeniy Kozlov**, First Deputy Chief of Staff of the Mayor and the Government of Moscow; Chairman, Tourism Committee of the City of Moscow
- **Olga Makaruk**, Curator, Russian Guide project
- **Sofia Malyavina**, General Director, National Priorities
- **Anastasia Shcherbakova**
- **Valery Sidorenko**, First Deputy Chief of Staff of the Government of the Russian Federation
- **Pavel Smelov**, General Director, Center for Strategic Research Foundation
- **Ekaterina Tuton**, Deputy CEO, Centre Technological Company
- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation

15:00–16:30

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 2, 3rd floor



Infrastructure

Kilometres of Impressions: How Road Infrastructure Is Driving Auto-Tourism

With the participation of the Tutu, Avito Travel

Roads are emerging as a distinct segment of the tourism industry. The road itself, route selection, stops in small towns, local cuisine, and roadside services are all becoming part of the experience that travelers consciously tailor to their own preferences. The growing share of travelers who organize their trips independently is increasing demand for well-designed road routes, convenient navigation, safe and comfortable rest stops, motorhome services, and digital planning tools. For regions, this is an important area of work: developing infrastructure along key highways, creating branded road routes, supporting small businesses along the roads, and forming new 'points of attraction' that extend tourists' stays in the region and encourage additional spending. Modern motels and gas stations compete for travelers' attention through service, comfort, and unexpected solutions – from architecture to children's spaces. Integrating such facilities with demographic goals opens up new formats for family leisure. The focus is on transforming transit points into centers of attraction and forecasting the development of tourism routes over the next five years.

Moderator:

- **Alexandra-Aya Pugach**

Speakers:

- **Artem Kromochkin**, Managing Director, Avito Travel
- **Elena Ladysheva**, Marketing Director, TriA Development
- **Sergey Lobarev**, President, National Association of Automobile Tourism and Caravanning; Director, Auto Tourism Committee, Russian Union of Travel Industry; Deputy Chairman, Working Group for the Development of Auto and Motorcycle Tourism, Tourism, Physical Education, and Sports Commission, State Council of the Russian Federation
- **Konstantin Makiev**, Deputy Chairman of the Board for Operator Activities and Development of User Services, Russian Highways State Company
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)
- **Evgeniy Serov**, Head, Design Department, Leber

- **Emil Ziyadinov**, Director, Partner Network Development, Tutu

Front row participant:

- **Timur Khakimov**, Founder and General Director, ULISS Group, SpetsKontrolServis

15:00–16:30

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 1, 1st floor

Tourist Safety on Active Routes

Active tourism is not just a way to change scenery; it's a travel style in which a person is constantly on the move and in direct contact with nature. It requires not only interest in the route but also physical readiness, attentiveness, and the ability to make quick decisions in changing conditions. High-quality preparation, proper equipment, and strict adherence to safety rules play a key role. The discussion focuses on the training and re-certification of guide-instructors, as well as the effectiveness of regional oversight authorities in the tourism sector. Two areas are highlighted separately. First, the difficulties in classifying routes into existing categories, including accurately assessing risk levels and the need for accompaniment. Second, the development of new types of routes that require mandatory accompaniment, and the definition of the role of zero-category guide-instructors within this system.

Moderator:

- **Alexey Khersontsev**, State Secretary – Deputy Minister of Economic Development of the Russian Federation

17:00–18:30

Moscow, VDNH, Pavilion 55
Roscongress
Plenary Hall, 1st floor



Promotion

Landing Tourists: How Regions Can Enhance Tourism Potential and Attract Visitors

With the support of Yandex Travel

The number of domestic tourist trips within Russia is projected to reach 140 million by 2030. In recent years, both the government and business, as represented by key players in the travel market, have made significant efforts to stabilize tourist flows. Tax incentives have been introduced for hotels, and grants have been allocated for the development of new territories and tourism clusters. However, all these efforts have coincided with a decline in consumer spending across all economic sectors: people are cutting back on costs, particularly spending on impressions – a category that includes travel. How can we preserve and enhance the tourism potential of Russia's regions amidst these shifting conditions? Where can regions and hotels find their target travellers, and how much will this cost the regions and hotels? What progress has already been made, where do we need to intensify our efforts, and what role should all the various players in the travel market play in this process?

Moderator:

- **Alexander Bragin**, Director, Association of Travel Aggregators (ATAG)

Speakers:

- **Oleg Berkovich**, Deputy Governor of the Nizhny Novgorod Region
- **Alexander Biba**, President, Cosmos Hotel Group
- **Olga Filipenkova**, First Deputy Minister of Economic Development of the Altai Republic
- **Ilya Umansky**, President, Russian Union of Travel Industry; General Director, National tour operator "Alean"
- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation
- **Alexander Zverev**, Business Development Director, Yandex.Verticals

17:00–18:30

Moscow, VDNH, Pavilion
'Kosmos'
Conference Hall, 2nd floor



Promotion

The Silver Ring of Russia and Its Pearls

With the participation of the Kaliningrad Region

The regions of Northwest Russia are one of the country's leading tourism destinations. All 11 regions of the Northwestern Federal District are part of the 'Silver Ring of Russia' – an interregional project dedicated to history, culture, and tourism. In 2026, there will be a presentation about the key initial results and future development prospects of the project, as well as which of its 'pearls' situated along the banks of the Neva River and Lake Ladoga are poised to serve as tourism growth drivers in the near term. The role of the Silver Ring Capital, an initiative spearheaded by the regions

of the Northwestern Federal District, deserves particular attention in terms of its impact on the development of small towns. What economic impact could the implementation of the Silver Ring of Russia interregional project have on the regions of the Northwestern Federal District? How is the project presented by the media? What benefits has the status of Silver Ring Capital brought to the region? How does a region's participation in the project affect its tourism economy? What are the key strategic focuses for developing tourism?

Moderator:

- **Mayya Lomidze**, Executive Director, Association of Tour Operators of Russia (ATOR)

Speakers:

- **Vladimir Drobyshevsky**, Director, Centre for Strategic Communication, Centre for Strategic Research
- **Marta Govor**, Minister of Tourism and Entrepreneurship of the Murmansk Region
- **Lyubov Sovershaeva**, Deputy Presidential Plenipotentiary Envoy to the Northwestern Federal District
- **Andrey Yermak**, Minister of Culture and Tourism of the Kaliningrad region

17:00–18:30

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 2, 3rd floor

Infrastructure

Russia–Asia: Direct Flights, Simplified Visas, and the Impact on the Industry

Russia's visa-free regime with China has dramatically boosted mutual tourism and served as a powerful catalyst for the development of tourism infrastructure, particularly in the Russian Far East. An increase in the number of direct flights and growing interest in overland routes have underscored the urgent need to modernize border crossing points, build more roadside services, and expand the number of hotel rooms and service offerings tailored specifically to Chinese tourists. However, key challenges persist: limited border crossing capacity, underdeveloped infrastructure for auto-tourism, and the need to align flight patterns with tourist demand, enhance security and support services, and intensify international cooperation – from digital services and insurance to the establishment of joint tourism offices. In such a situation, tourism is no longer just a supplementary sector; rather, it is turning into a genuine driver of investment in infrastructure, transport, and urban amenities and creating the long-term development agenda for the entire macro-region.

Moderator:

- **Irina Khomutova**, Managing Partner, Khomutova & Partners Strategic Consulting Firm

Speakers:

- **Kirill Kamenev**, Deputy General Director for Investment Attraction, Far East and Arctic Development Corporation
- **Alexandra Kondaurova**, Deputy Governor of the Murmansk Region
- **Vasily Orlov**, Governor of Amur Region
- **Ruwan Ranasinghe**, Deputy Minister of Foreign Affairs, Overseas Employment and Tourism, Democratic Socialist Republic of Sri Lanka

Front row participants:

- **Irina Kobeleva**, Head of the Moscow office, Vostok Intour
- **Lev Kosinov**, Head of the Department of Transportation Regulation and International Cooperation of the Federal Air Transport Agency

17:00–18:30

Moscow, VDNH, Pavilion 55
Roscongress
Business zone, 2nd floor

Russian regional tour operators and accommodation facilities

11 June, 2026

10:00–11:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Atomarium, 3rd floor



Infrastructure

An Effective Mechanism for Supporting the Tourism Industry – Preferential Loans for the Construction of Hotels and Major Points of Attraction

With the participation of the DOM.RF Bank

Russia's state support tools for tourism are entering a new phase as they shift from targeted programmes to a comprehensive ecosystem of instruments, where preferential loans, grants, and unified subsidies work together to achieve a common result. Preferential lending enables the launch of capital-intensive accommodation and infrastructure projects, while unified subsidies grant regions the flexibility to craft their own tailored solutions regarding auto-tourism, the urban environment, national tourism routes, and promotional efforts. The issue of efficiency is now taking centre stage: which support models truly stimulate an influx in both investment and tourists? How can we balance the interests of the government and business? Which growth metrics, such as tourist arrivals, occupancy rates, or new job creation, should serve as targets for 2030?

Moderator:

- **Alimbek Khidzev**, Director of the Department of Tourism Development, Ministry of Economic Development of the Russian Federation

Speakers:

- **Aleksandr Baryshnikov**, Head of the Altai Territory Department for the Development of Tourism and Resort Activities
- **Sergey Ivanov**, Chairman of the State Committee on Tourism of the Republic of Tatarstan
- **Aleksandr Kizhlo**, Managing Director, Head of the Public-Private Partnership Projects Directorate, AO «Альфа-Банк»
- **Anna Malikova**, Director of the Tourism Division, Bank DOM. RF
- **Ruslan Pondine**, Director of Development Department, Mriya Resort
- **Dmitry Vorona**, Deputy Chairman of the Federation Council Committee on Economic Policy

10:00–11:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Conference Hall, -2nd floor

Infrastructure

Tourism Information Centres as Key Elements of Hospitality Infrastructure

Moderator:

- **Ekaterina Raider**, Information Center Specialist, Directorate for the Development of a Tourist Information Environment, Project Office for Tourism and Hospitality Development of Moscow

Speakers:

- **Anna Linker**, Director, Tyumen Region Tourism and Promotion Agency
- **Yana Makshina**, General Director, City Tourist Information Office
- **Olga Maximova**, Head, Directorate for the Creation of Tourism Information Environments
- **Victoriya Stupina**, Head, Sakhalin Tourist Information Center
- **Mikhail Ushakov**, Director, National Association of Information and Tourism Organizations
- **Evgeny Varvanin**, Head of the Infrastructure Projects Directorate, Autonomous Nonprofit Organization 'Project Office for the Development of Tourism and Hospitality in Moscow'
- **Alla Yunash**, Deputy General Director, Autonomous Nonprofit Organization 'Center for Tourism Development of the Smolensk Region'
- **Veronica Zheleznova**, Head, Tourism Marketing Department, Minsk Tourism Information Centre

10:00–11:30

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 2, 3rd floor

Promotion

Discover Russia: New Tourism Products for International Audiences and Innovative Promotion Strategies

A universal approach to promoting tourism helps showcase the diversity of Russia's regions through imagery that resonates with an international audience and is both easy to grasp and memorable. The selection of unique routes tailored to the specific nuances of various foreign markets enable the country's regions – from Kamchatka and Baikal to Udmurtia and the Vladimir Region – to become instantly recognizable and memorable to international visitors, thereby strengthening their presence on the global stage. How do the regions function within the Discover Russia ecosystem? What marketing tools help convey the unique cultural features of these regions in a way that is clear to everyone?

Moderator:

- **Nikita Kondratyev**, Director of the Department of Multilateral Economic Cooperation in Special Projects, Ministry of Economic Development of the Russian Federation

Speakers:

- **Vasily Afanasyev**, Deputy CEO for International Relations and Tourism, Rosa Khutor
- **Alexander Biba**, President, Cosmos Hotel Group
- **Vittoriya Idrisova**, Rector, Russian Foreign Trade Academy of the Ministry of Economic Development of the Russian Federation
- **Anna Kuvaytseva**, General Director, «International Academy of Hospitality»
- **Sophia Melnichuk**, Editor-in-Chief, RT China
- **Dmitry Smolnikov**, Deputy Director General, Center for Strategic Research Foundation

10:00–11:30

Moscow, VDNH, Pavilion 'Kosmos'
Conference Hall, 2nd floor



Promotion

Formula for a Tourism Boom: How Event Tourism Is Turning Regions into Audience Magnets and Creating New Markets

With the support of Sverdlovsk Region

How does a region with no distinct tourism identity become a leader in business tourism? Using the Sverdlovsk Region as an example, experts will break down the formula for transforming a destination into a major attraction point. Participants will learn about the 'event economics calculator' and tools for attracting different events and promoting 'bleisure' travel, when business travellers extend their trips to include the weekend. There will be a special focus on international best practices and the presentation on the 2026 Youth Festival. The session will examine case studies, industry trends, and creative venues, and find an answer to the key question: what is the return on each rouble of government investment?

Moderator:

- **Alexander Lvov**, Chairman of the Council of the Association for International Cooperation in Tourism World without Borders.

Speakers:

- **Natalia Anisimova**, Director of Partner Communications Development, Tutu Travel Service
- **Yulia Badash**, Minister of Tourism of the Udmurt Republic
- **Dmitry Ionin**, Deputy Governor of the Sverdlovsk Region
- **Victoriya Kalinina**, **Deputy Executive Director, Russian Union of Exhibitions and Fairs**
- **Denis Protasov**, Director of the Sverdlovsk Oblast Youth Policy Department
- **Evgeniy Tarasevich**
- **Ilya Umansky**, President, Russian Union of Travel Industry; General Director, National tour operator "Alean"
- **Anton Yarosh**, Publisher. RUSSPASS Magazine
- **Sagid Zaremukov**, Director, National Convention Bureau Association

Front row participant:

- **Maxim Chernov**, Head, Music Tourism and Festival Hospitality Laboratory; Head, Center for Modeling Music and Tourism Products at WEXECON Production Center

10:15–11:45

Product

Inclusive Tourism: Government Initiatives and Best Practices from the Regions and Businesses

With the participation of the Kaliningrad Region

There is a growing realization in Russia that tourism needs to be accessible to everyone, regardless of their physical capabilities. Russia is strategically making tourism more accessible through legislative initiatives and the scaling up of successful inclusive practices to adapt routes and services in cooperation with the federal and regional executive authorities, the business community, and civil society organizations. State support and the introduction of successful regional models across various parts of the country will help to create a barrier-free environment and guarantee each citizen's right to high-quality travel experiences. What legislative amendments have been made to ensure the accessibility of tourism industry sites for people with disabilities? Which Russian regions have already had success in creating and adapting tourist routes for people with disabilities? How are tour operators and the hospitality sector introducing barrier-free environments and developing national tourist routes for people with disabilities?

Moderator:

- **Mayya Lomidze**, Executive Director, Association of Tour Operators of Russia (ATOR)

Speakers:

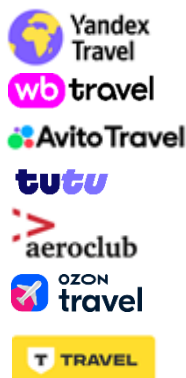
- **Tatyana Evlampieva**, Corporate Relations Director, Aviasales
- **Sergey Ivanov**, Chairman of the State Committee on Tourism of the Republic of Tatarstan
- **Oksana Lebedeva**, Executive Director, TariTour Group of Companies
- **Elena Popova**, Project Manager, Inclusive Practices and Technologies Division, Social Projects, Agency for Strategic Initiatives
- **Anton Timkin**, Director of the Department for Government Relations, Cosmos Hotel Group
- **Andrey Yermak**, Minister of Culture and Tourism of the Kaliningrad region

Front row participants:

- **Natalia Kaptelinina**, member of the Committee on Tourism and Tourism Infrastructure Development, State Duma of the Federal Assembly of the Russian Federation
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)

10:30–12:00

Moscow, VDNH, Pavilion 55
Roscongress
Plenary Hall, 1st floor



Key Events

Tectonic Shifts: How Digital Platforms Are Transforming Tourism

With the participation of the Yandex Travel, WB Travel, Tutu, Avito Travel, Aeroclub, Ozon Travel, T-Travel

The platform economy has become so deeply ingrained in our lives that it is difficult to imagine a sector it has not touched. Digital platforms have radically transformed the tourism industry. Aggregators have long since evolved from being merely booking services into independent market players that directly influence demand and travel activity. A fundamental transition is taking place right before our very eyes – from an 'economy of experiences' to an 'economy of algorithms'. Travellers' itineraries are increasingly being shaped by artificial intelligence analysing thousands of indirect digital footprints instead of the recommendations of a human expert. This tectonic shift creates new opportunities for companies to rapidly scale their businesses, yet simultaneously poses complex questions for traditional market players. Can AI craft the perfect itinerary? How is digitalization altering staffing requirements, and could it diminish the role of human employees in the hospitality sector?

Moderator:

- **Pavel Smelov**, General Director, Center for Strategic Research Foundation

Speakers:

- **Aleksandr Bakushkin**, Director of Government Relations, Avito Travel
- **Rustam Khaibullov**, Vice President for Strategic Projects, VK
- **Raisa Levina**, Commercial Director, T-Travel
- **Julia Lipatova**, Managing Director, Aeroclub Group
- **Alexey Minaev**, Director of Strategic Development, RWB (Wildberries & Russ Merged Company)

- **Igor Sivets**, Member of the Board of Directors, Tutu Travel Service
- **Fedor Tarasyuk**, Commercial Director, Ozon Travel
- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation
- **Alexander Zverev**, Business Development Director, Yandex.Verticals

12:00–13:30

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 2, 3rd floor

Product

Tourism Workforce 2030: In-Demand Professions and Skills of the Future

Forecasts for the coming decades predict exponential growth in the tourism and hospitality industry, as well as increased investment in the experience economy. The requirements for the new professional roles and key skills of the workforce in this industry will define its future landscape and determine its appeal both domestically and internationally. Looking at the projected workforce needs leading up to 2030, business leaders, industry experts, and heads of government and educational institutions will discuss the landscape of future professions and the demands for specialists. These professionals will be instrumental in ensuring high service standards, creating new types of services, introducing systemic digitalization, and ultimately driving the exponential growth of the tourism and hospitality sector. Which professions of the future will determine the success of the tourism business over the next five to 10 years? Which soft skills and digital expertise are becoming indispensable for the professional development of specialists working in the tourism and hospitality market today? How can businesses and educational institutions establish partnerships to bridge the gap between the theoretical training and practical skills that employees must have?

Moderator:

- **Oleg Podolsky**, Director, Federal Resource Centre for the Training of Tourism and Hospitality Industry Workers, Russian State University of Tourism and Service

Speakers:

- **Andrey Brovkin**
- **Daniil Chugunov**, Deputy Director for Government Relations, HeadHunter
- **Ambartsum Galustov**
- **Irina Germanova**, Director, Cosmos Hospitality Academy
- **Georgi Grusha**, Director of the Department for the Implementation of Tourism Projects, Ministry of Economic Development of the Russian Federation
- **Timur Kebekov**, Deputy General Director, Kavkaz.RF
- **Darya Kochetkova**, Managing Director, Ostrovok Group of Companies
- **Anna Kuvaytseva**, General Director, «International Academy of Hospitality»
- **Vita Saar**, Head of the Rosatom Hospitable Cities Program
- **Ilya Umansky**, President, Russian Union of Travel Industry; General Director, National tour operator "Alean"

12:00–13:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Conference Hall, -2nd floor

Infrastructure

Russia–UAE Tourism Dialogue: A Success Story

Moderator:

- **Maita Ahmed Al Saleh**, Senior Economic and Trade Affairs Specialist, UAE Embassy

Speakers:

- **H.E. Mohammed Ahmed Al Jaber**, Ambassador Extraordinary and Plenipotentiary of the United Arab Emirates to the Russian Federation
- **H.E. Juma Al Kait**, Advisor to the Minister of Economy and Tourism
- **Vadim Besperstov**, Country Manager for Russia and CIS, Emirates Airlines
- **Alexander Biba**, President, Cosmos Hotel Group
- **Natalia Goryunova**, General Manager for Russia & Central Asia, Etihad Airways
- **H.E. Khalid Jasim Al Midfa**, Chairman of Sharjah Commerce & Tourism Development Authority
- **Evgeniy Kozlov**, First Deputy Chief of Staff of the Mayor and the Government of Moscow; Chairman, Tourism Committee of the City of Moscow
- **Mayya Lomidze**, Executive Director, Association of Tour Operators of Russia (ATOR)

- **Evgeny Pavlov**, CEO and Head of Travel Media Solutions, Yandex Ads Middle East & Africa
- **Maxim Reshetnikov**, Minister of Economic Development of the Russian Federation
- **Alexander Vinokurov**, President, Marathon Group; Chairman, Russia-UAE Business Council
- **Sergey Voitovich**, Head of International Relations Committee, Russian Union of Travel Industry
- **Hoor Al Khaja**, Senior Vice President, International Operations – Dubai Economy & Tourism Department

12:00–13:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Lecture Hall, 1st floor



Promotion

The United Caucasus: What Unites Us in the Eyes of Tourists

With the support of Kavkaz.RF

Today, each region in the North Caucasus Federal District has its own distinct strategy for promoting itself on the tourism market, complete with its own branding and associated stereotypes. However, studies show that tourists rarely travel specifically to a single republic in the region. Instead, people go 'to the Caucasus' as a whole. The goal of this discussion is to determine how this collective puzzle should be assembled and which elements should be drawn from tradition and which ones from modernity.

Moderator:

- **Rustam Tapaev**, Deputy General Director, Kavkaz.RF

Speakers:

- **Kermen Mandzhieva**, General Director, Perfume Brand 'Smell Terra'
- **Emin Merdanov**, Minister of Tourism and Folk Arts of the Republic of Dagestan
- **Dmitry Sidorovich**, CEO, Ruslet
- **Khasan Timizhev**, Executive Director, CAUCASUS.RF
- **Muslim Baytaziev**, Minister of Tourism of the Chechen Republic

Front row participants:

- **David Gazatti**, Co-owner, Galabu Group restaurant chain
- **Madina Khapsirokova**, Chief Executive Officer, Vulcam
- **Kralbii Zhangurazov**, Founder. Zhangurazov House (Upper Balkaria)

12:00–13:30

Moscow, VDNH, Pavilion 55
Roscongress
Business zone, 2nd floor

TOURISM.RF Investment Project Pitch Session

This investment project pitch session will provide a platform for a professional dialogue about the development of tourism infrastructure and new funding opportunities. The initiators of these projects will have the opportunity to briefly present their proposals to a specialized audience comprised of representatives of banks and financial institutions, private and institutional investors, leaders in the tourism industry and related sectors, as well as federal and regional government officials.

Moderator:

- **Dmitry Smirkin**, Member of the All-National Union of the Hospitality Industry

Speakers:

- **Maksim Astapenkov**, Head of Regional Development Directorate, SMEs Corporation
- **Aleksandr Bakushkin**, Director of Government Relations, Avito Travel
- **Veniamin Kaganov**, General Director, Financial Literacy Development Association
- **Darya Kaneva**, Founder and Managing Partner, DSS Consulting
- **Ruslan Pondine**, Director of Development Department, Mriya Resort
- **Mikhail Sheldunov**, Director of the Project Implementation Directorate, Tourism.RF Corporation

12:00–13:30

Infrastructure

Moscow, VDNH, Pavilion
'Kosmos'
Conference Hall, 2nd floor

New Tourism Clusters in the Russian Arctic: Investment, Infrastructure, and Logistics

The Russian Arctic is becoming a priority for the development of tourism. Growing interest in Russia's northern routes requires the creation of new tourism clusters that are supported by modern infrastructure and logistics, as well as clear guidelines for investors. Ski resorts, year-round recreational bases, glamping sites, and integrated tourism and recreation zones all linked to key airports, seaports, and roads are actively being developed despite the harsh climatic conditions of the Arctic region. How can we integrate natural, cultural, and industrial sites into cohesive travel itineraries without harming the environment, and how can we use state support measures and the special regulatory regimes of the Arctic Zone to mitigate risks and attract investment from both major corporations and local small businesses. Which solutions have already proven the most effective in the Arctic regions? How can business, the government, and local communities join efforts to ensure the sustainable development of tourism? What new partnership models could serve as drivers of growth in the Arctic?

Moderator:

- **Alexey Kharnas**, Chief Editor, Expert

Speakers:

- **Natalia Anisimova**, Director of Partner Communications Development, Tutu Travel Service
- **Grant Babasyan**
- **Maria Badmatsyrenova**, Minister of Tourism of the Komi Republic
- **Marat Gabbasov**
- **Alexandra Kondaurova**, Deputy Governor of the Murmansk Region
- **Alexander Krasnoperov**, Leader, Barneo High-Latitude Arctic Expedition
- **Denis Tyupyshev**, Deputy Minister of Economic Development of the Russian Federation
- **Igor Caverzin**, President, International Academy of Tourism Industry Development (MART), Vice President, National Association of Event Tourism Specialists (NAST), Head, WEXECON Production Center

Front row participant:

- **Maria Peterskaya**, Deputy Director, Centre for the Development of Tourism Projects, Centre for Strategic Research

12:00–13:30

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 1, 1st floor

By invitation

12:00–13:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Atomarium, 3rd floor

Business dialogue

Russia–China: Dialogue with Tour Operators and Presentation of New Tourism Products

Product

New Trends in Industrial Tourism as a Tool for Regional Socioeconomic Development

Industrial tourism is emerging as a powerful tool for territorial development in Russia's regions: tours of industrial facilities introduce people to real-world manufacturing environments, life in the regions, and career opportunities, and some of these visitors later return – this time as employees or investors. Today, industrial sites are turning into more than just tourist attractions; they are becoming platforms for career guidance, workforce development, business and international tourism, internships, and the exchange of expertise. Corporations are launching their own tours, while businesses are establishing visitor centres, showrooms, and lecture halls, as they leverage industrial tourism as a tool to promote their brands, showcase technologies, and attract investment to the region. How has industrial tourism evolved in recent years, and why has it become a strategic tool for regional development today? What makes industrial tourism such an effective mechanism for career guidance and talent acquisition? Which new formats are superseding traditional industrial tours: business tourism, international delegations, internships, and educational tracks? Which of these approaches are truly delivering results? How is industrial tourism expanding beyond the confines of the factory floor, serving as a catalyst for the creation of visitor centres, showrooms, and lecture halls, and generating its own unique business and tourism events? What are the initial successes and future prospects for utilizing industrial tourism as a mechanism to promote a region's investment potential, both among domestic stakeholders and to Russia's international partners?

Moderator:

- **Sergey Ryzhov**, Chief Executive Officer, MICE Market

Speakers:

- **Tatyana Belik**, Director, Yekaterinburg Development Project Office 'Capital of the Urals', Yekaterinburg City Administration
- **Edvard Gornostaev**
- **Yekaterina Kireyeva**, First Deputy Minister of Economic Development and External Relations of the Amur Region
- **Ivan Kulikov**, Deputy Minister of Industry and Trade of the Russian Federation
- **Alisa Kulikova**, Brand Manager, Imperial Porcelain Manufactory JSC
- **Anastasia Michalchenko**, Chair, External Relations Committee of the Leningrad Region
- **Sergey Morozov**, First Deputy Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Regional Policy and Local Self-Government; Federal Coordinator, Project "Choose Your Own"
- **Olga Shandurenko**, Head of Industrial Tourism Development Program
- **Olga Vidanova**, Deputy Head, Department of Investment and Industrial Policy of the City of Moscow
- **Pavel Vorobyov**, Executive Director, Fedoskino

12:30–14:00

Moscow, VDNH, Pavilion 55
Roscongress
Plenary Hall, 1st floor



Promotion

The Off-Season: Smoothing Out the Tourist Flow*With the support of Aviasales*

According to Aviasales, some 40% of flights within Russia occur during the traditional peak travel months of June to September. For the rest of the year, every region has months when trips drop below the average of 8.3% per month – the local off-season. New tools are needed to stimulate tourist flows during these periods. How can the federal government help distribute tourist flows more evenly across the year? What can businesses do to help? Which regions have already managed to address the off-season issue?

Moderator:

- **Tatyana Evlampieva**, Corporate Relations Director, Aviasales

Speakers:

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- **Evgeniy Makarov**, General Director, Zavidovo Resort; Co-Shareholder, Vasta Hotel Management
- **Bulat Nurmukhanov**, Deputy Chairman, Moscow City Tourism Committee
- **Evgeniy Tarasevich**
- **Maria Trofimova**, Director, Department of Consumer Market and Tourism of Tyumen region
- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation

14:00–14:45

Moscow, VDNH, Pavilion 19
ATOM Museum
Lecture Hall, 1st floor

Seminars

Creating a Unique Experience: Who Helps Regions Discover Their Identity?

Individual regions create strong tourism identities as a result of systematic collaboration among diverse teams. A territory's ability to clearly formulate its identity and transform it into a competitive tourism offering is contingent on researchers, specialized expert centres, designers, architects, marketing specialists, tourism development teams, and proactive residents. This collaborative effort helps to build an integrated 'analysis – identity – environment – product' framework in which a region ceases to be merely a collection of isolated sites and evolves into a carefully calibrated, cohesive proposition. Who actually determines how regional identity is formulated and communicated today: government bodies, expert organizations, creative agencies, or local communities? How can we create a manageable process to ensure that research, community engagement, urban development, and brand creation do not diverge into separate, disconnected focuses? Which approaches consistently yield sustainable results: growth in tourism demand, business development, or increased resident involvement? How can we structure this system of interaction to ensure that a region's strong identity serves to bolster its tourism industry, economy,

and long-term image, rather than merely becoming a one-off marketing campaign?

Speakers:

- **Natalia Anisimova**, Director of Partner Communications Development, Tutu Travel Service
- **Alexey Druzhinin**, Design Director and Project Manager, Moscow Design Lab

14:00–16:00

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 1, 1st floor

By invitation

14:00–15:30

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 2, 3rd floor

23rd Meeting of the Subcommittee on Tourism Cooperation of the Russian-Chinese Commission on Humanitarian Cooperation

Product

Opportunities for the Development of Pilgrimage and Cultural and Educational Tourism in Russia

Pilgrimage trips are evolving from a niche segment into one of the most rapidly developing sectors of domestic tourism. Journeys to holy sites are increasingly combining spiritual significance with the exploration of cultural and historical heritage, while also providing support to local communities. Religious tourism helps small towns, monasteries, and temples develop infrastructure, create new services, and generate employment opportunities. However, it also demands a particular sensitivity, specifically an understanding of the distinctions between pilgrimages and standard sightseeing tours, the training of professional guides and pilgrimage services, and the design of itineraries that demonstrate respect for tradition and the demands of believers.

Moderator:

- **Alexandra Usacheva**

Speakers:

- **Alexander Biba**, President, Cosmos Hotel Group
- **Isllyam Davydov**, Founder and CEO, Four Paws Pet Store Chain
- **Abbess Margarita Feoktistova**, Abbess, Novodevichy Stavropegic Convent in Moscow
- **Yekaterina Postnikova**, Deputy Governor of the Kurgan Region; Director, Representative Office of the Kurgan Region under the Government of the Russian Federation
- **Abbess Mikhaila Solodukhina**, Abbess, Pokrovsky Alexander-Chagrinsky Convent Abbess
- **Geshe Yonten**, Chair, Central Spiritual Administration of Buddhists

Front row participants:

- **Olga Bogatyreva**, General Director, Pokrov International Pilgrimage Center
- **Larisa Logvinenko**, Head, Kavkazsky Palomnik Pilgrimage Service
- **Yuri Minulin**, General Director, Radonezh Pilgrimage Service

14:00–15:30

Moscow, VDNH, Pavilion
'Kosmos'
Conference Hall, 2nd floor



Product

State Standards for Growth: Quality Benchmarks for Tourism Infrastructure

With the participation of the Four Paws

After recently updating regulatory requirements for the tourism industry, Russia is now paying particular attention to its system of national standards. It is examining the drafting, approval, and introduction of national standards in the tourism sector, including a review of new regulatory documents, the experience of putting them into practical application, real-world case studies of their successful introduction, and an assessment of the effectiveness of measures aimed at enhancing service quality. The discussion will also explore new trends in standardization that are boosting the competitiveness of Russian tourism products by prioritizing service quality and safety, reducing business costs, and adapting infrastructure to meet the needs of international tourists. What have been some of the initial results of introducing new state standards in tourism, and what are some concrete examples of their successful practical application? What methodologies help to evaluate the effectiveness of initiatives designed to improve service quality? What innovative solutions and promising initiatives are shaping the future of national standards within the tourism industry?

Moderator:

- **Natalia Osipova**, Deputy Director of the Tourism Center, Center for Strategic Research Foundation; Vice President, National Union of the Hospitality Industry

Speakers:

- **William Gagiev**, Director of the Department of Industry Competencies in Tourism, Kavkaz.RF
- **Dmitry Gorin**, Vice President, Russian Union of Tourism Industry (PCT)
- **Georgi Grusha**, Director of the Department for the Implementation of Tourism Projects, Ministry of Economic Development of the Russian Federation
- **Konstantin Khatkovsky**, Head, Hajj and Umrah Department, Central Spiritual Administration of Muslims of Russia
- **Elena Kostyleva**, Director of the Department of Standardization of Materials and Technologies, Federal State Budgetary Institution "Institute of Standardization"
- **Denis Matyukhin**, Chairman of the Board of Directors, Aeroclub Group of Companies
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)
- **Aleksey Volkov**, President, National Hospitality Industry Union

Front row participants:

- **Alexander Govenko**, Director of Consulting, Maison Dellos Restaurant House
- **Alexander Saenko**, Head, Government Relations Department, Four Paws Pet Store Chain
- **Anton Timkin**

14:00–15:30

Moscow, VDNH, Pavilion 55
Roscongress
Business zone, 2nd floor

Networking

Federal tour operators**14:00–15:30**

Moscow, VDNH, Pavilion 19
ATOM Museum
Conference Hall, -2nd floor

Promotion

Time to Get Acquainted: Enotourism – New Forms of Travel or Centers of Russian Winemaking and Tourism

Winemaking, hospitality, and regional development all converge at a single point: wine tourism. For many wineries, wine tourism has become a source of revenue, while for the country's regions, it is a way to highlight their unique identity. To ensure continued growth, Russia needs to eliminate legal and infrastructural barriers, intensify collaboration with the tourism industry, and expand international cooperation, including the establishment of robust ties and the implementation of joint projects within BRICS framework, which is becoming particularly important given the ever-changing domestic landscape.

How important is wine tourism to the economic viability of wineries and the development of wine-producing regions? What is the current geography of wine tourism like in Russia, and what role do regional initiatives play in shaping it? What steps are needed to more effectively integrate wine tourism sites into well-established travel itineraries and tourism products? What legal and infrastructural constraints are currently hindering the creation and development of wine tourism sites? What potential does international cooperation hold for promoting Russian wine tourism, particularly within BRICS?

Moderator:

- **Pyotr Yefremov**, Executive Director, Association of Winegrowers and Winemakers of Russia

Speakers:

- **Irina Goncharova**, Vice President of the Abrau-Durso Group of Companies for Tourism
- **Maria Litovko**, Vice Governor of Sevastopol City
- **Yulia Obukhova**, Marketing Director, Derbent-Vino
- **Evgeniy Prikhodko**, Executive Director, Center for the Development of Financial Technologies, Russian Agricultural Bank
- **Ilya Umansky**, President, Russian Union of Travel Industry; General Director, National tour operator "Alean"
- **Vyacheslav Vishnyakov**, Brand Ambassador, Winepark
- **Maria Zolotukhina**, Deputy General Director, Mantera Group

14:30–16:00

Moscow, VDNH, Pavilion 55
Roscongress
Plenary Hall, 1st floor



Promotion

Partnerships Driving Growth: Technology, Business, Marketing, and Values

With the support of Tutu

The Russian tourism market is undergoing a period of rapid growth: domestic demand is on the rise, new destinations are emerging, and tourist behaviour is changing. Competition is giving way to cooperation, and the partnerships among travel market participants, the government, and related industries are becoming the primary driving force on the market. This session brings together key industry players for a candid dialogue about how partnerships function in practice, what barriers hinder their development, and what steps need to be taken to jointly create a product that meets the actual needs of travellers across Russia, boost demand, expand opportunities, and enhance the overall appeal of domestic tourism. What does an effective partnership in the tourism sector look like today? What truly works in practice, and what remains merely nominal? What barriers are preventing deeper integration among market participants, and how can they be overcome? How can the government create conditions that are conducive to partnerships? What is the primary business incentive for cultivating such relationships? What does the modern traveller need and to what extent do existing partnerships actually meet these demands? What less obvious partnerships does the market currently need? How are collaborative efforts in regional tourism helping to open up destinations that are not yet in mass demand? Technological integration: how prepared are market players for data exchange and the development of unified digital products?

Moderator:

- **Anisia Yakusheva**, Member, Expert Council, Committee on Tourism Infrastructure Development, State Duma of the Russian Federation

Speakers:

- **Maxim Brodovskiy**, General Director, «Azimut Hotels»
- **Evgenia Chukhnov**, CEO, RZD Digital Passenger Solutions
- **Alexander Elfimov**, Sales Director, S7 Airlines
- **Vadim Prasov**, Managing Partner, Alliance Hotel Management
- **Igor Sivets**, Member of the Board of Directors, Tutu Travel Service
- **Alexander Sizintsev**, CEO, GDS
- **Ekaterina Voronina**, Marketing and E-Commerce Director, FUN&SUN
- **Darya Kochetkova**, Managing Director, Ostrovok Group of Companies
- **Ruslan Pondine**, Director of Development Department, Mriya Resort

14:45–15:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Lecture Hall, 1st floor

Seminars

Practical Seminar on Building Creative Management Teams for Russia's Regions

The seminar will examine how collaboration between business and government can transform disparate projects and initiatives into a recognizable regional brand, a vibrant ecosystem, and tourism infrastructure that drives economic growth. Participants will explore global trends in the experience economy and key focuses for management teams. Most importantly, they will acquire a ready-to-use tool that can rapidly assess the state of their own region. Together, they will outline a roadmap for their initial steps and determine exactly where to begin in order to construct a development model that is tailored to their specific objectives, rather than simply replicating solutions devised by others.

Speaker:

- **Lydia Roy**, Director of the Center for Creative Economy, SKOLKOVO Moscow School Management

16:00–17:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Atomarium, 3rd floor

Promotion

Digital Diplomacy in Tourism: Soft Power, Technology, and Cultural Codes

With the support of ATOM Museum

Digital diplomacy is emerging as a new focus in the development of international tourism. Tourism platforms, immersive technologies, and national cultural codes are turning into instruments of soft

power. How are digital services shaping Russia's image abroad, attracting international audiences, and boosting loyalty toward national projects? How do digital platforms, including marketplaces, social media, and AI-driven services, influence international tourist flows and a country's image? What are some effective diplomatic tools in the travel sector today? How can the government, digital technology companies, and the tourism industry synchronize their efforts to bolster tourism diplomacy? How can we safeguard tourists in the digital age? What skills do specialists need to advance digital diplomacy in the tourism sector?

Moderator:

- **Elena Mironenko**, Director General, ATOM Museum at VDNKh

Speakers:

- **Elena Galaktionova**, Director of the Department for Multilateral Humanitarian Cooperation and Cultural Relations, Ministry of Foreign Affairs of the Russian Federation
- **Andrey Ignatiyev**, Vice-president, Russian Tourism Union
- **Darya Kochetkova**, Managing Director, Ostrovok Group of Companies
- **Elena Makhrova**, Vice President for Commerce and Marketing, Cosmos Hotel Group
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)
- **Alexey Mostovshchikov**, General Director, Digital Development Agency
- **Alexander Ulanov**, Deputy General Director, Moscow Innovation Cluster Foundation

16:00–17:30

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 2, 3rd floor

Promotion

The Golden Ring's Golden Age: Uniting Business, Regions, and Tourism behind a Strong Brand

Developing domestic tourism is a priority area of state policy. The Golden Ring route for tourists that unites regions of Central Russia is one of the country's most recognizable brands, bringing together the regions of Central Russia. In 2027, the route will celebrate its 60th anniversary. Today, a new task lies ahead: to create a unified tourist space and unlock the route's potential through modern formats and partnerships. How can the Golden Ring route be turned into an open platform for partnerships between regions and business? Which cooperation models are already working and can be scaled up? Which projects could become growth drivers in the coming years?

Moderator:

- **Pavel Smelov**, General Director, Center for Strategic Research Foundation

Speakers:

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- **Yevgeniy Abramzon**, Service Manager, Yandex.Travel
- **Inna Pekhova**, Founder of the International Center for Creative Hospitality LLC
- **Anastasia Popova**, First Deputy General Director for Business Tourism Development and Congress & Exhibition Activities, Mostourism
- **Julia Rybakova**, Director General, ANO «CRCT»
- **Vladislava Sakina**, Commercial Director, Avito Travel

Front row participants:

- **Sofya Makhatadze**, Head of the Partner Organizations Relations Unit of the Studtourism Program, Ministry of Science and Higher Education of Russia
- **Anastasia Nasedkina**, CEO, Mates China

16:00–17:30

Moscow, VDNH, Pavilion
'Kosmos'
Conference Hall, 2nd floor

Product

Unified Hospitality Standards for Business Tourism: The Key to Sustainable Growth in the Industry

With the support of Aeroclub



Business tourism is a rapidly growing market with turnover exceeding RUB 1.1 trillion. The competitiveness of business tourism in the regions is dictated by the quality of service and infrastructure available to business travellers. As customer expectations shift, unified hospitality standards within the business tourism segment have become a particularly important issue. To what extent does the current hospitality industry meet modern standards for business tourism? Why is it crucial to establish unified hospitality standards for business travel? How can we craft an

appealing offering for business travellers? Investing in business tourism – from infrastructure to customer experience – is the formula for successful regional development.

Moderator:

- **Julia Lipatova**, Managing Director, Aeroclub Group

Speakers:

- **Dmitry Gorin**, Vice President, Russian Union of Tourism Industry (PCT)
- **Ksenia Ivanova**
- **Vera Koloskova**, Regional Sales Director for Russia and the CIS, Radisson Hotel Group
- **Artem Kromochkin**, Managing Director, Avito Travel
- **Helen Shagarova**, Director of the Hospitality Projects Department, Roskachestvo

16:00–16:45

Moscow, VDNH, Pavilion 19
ATOM Museum
Lecture Hall, 1st floor

Seminars

From the general to the specific: rethinking excursions as a tourism offering

Guided tours are undergoing a major makeover and becoming much more than traditional sightseeing itineraries. For numerous citizens and travellers alike, tours have become a deliberate way to spend time, gain a deeper understanding of the place they inhabit or visit, and experience new emotions. Tourists themselves are also evolving: expectations are becoming more specific, and there is a growing interest in thematic itineraries, local narratives, and unique, author-driven perspectives on a city and its culture. Guided tours are evolving into a full-fledged tourism product where every element matters: the narrative script, depth of content, emotional tone, safety, service quality, as well as the ability to establish a presence in the media landscape. A guide's personality, expertise, communication style, and capacity to build trust is having a greater influence on a traveller's route choice – often just as much as the brand reputation of the actual city or museum. This all raises some increasingly pertinent questions: what real-world challenges do tour and interpreter guides face today? How has the modern tourist changed, and what do they truly expect from a guided tour? Which formats and thematic focuses will shape the future of the market? How can AI and emerging technologies assist in this work and, conversely, where is it essential to preserve a unique human voice? Finally, what steps need to be taken right now to ensure that the tour guide profession remains in demand, respected, and sustainable in the long term?

Speaker:

- **Marina Kramskaya**, Organizer and director, All Moscow excursion bureau

16:00–17:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Conference Hall, -2nd floor

Product

On Rails and Waves: Commonalities between Cruise Tourism and Train Travel

With the participation of the Federal Passenger Company

Cruise liners and luxury trains are increasingly becoming the destination of choice for a relaxing holiday and vacationing experience in their own right. Passengers expect a jam-packed entertainment programme and immersive service, and the journey itself is the main attraction. How similar are the expectations of travellers on river cruises and railway trips? What types of onboard activities are popular today? Where is the line between "travel" and "journey as destination"? Are port and rail infrastructure ready for new market demands and increased traffic? How can cruise and rail routes reinforce each other and become drivers of development in the territories they pass through?

Moderator:

- **Nadezhda Shkolkina**, First Deputy Chairman of the State Duma Committee of the Federal Assembly of the Russian Federation on Economic Policy

Speakers:

- **Nikolay Abramov**, Deputy General Director, Federal Passenger Company
- **Svetlana Kostyshina**, Minister of Culture and Tourism of the Yaroslavl Region
- **Elena Kugaryants**, Commercial Director, Doninturflot
- **Ksenia Naumova**, Head of the Tourism Department, RZD Tour
- **Andrey Nedosekov**, First Deputy General Director, Vodokhod
- **Olesya Rakhmatulina**, Head of the Project Activities Department of the Governor of the Irkutsk Region and the Government of the Irkutsk Region



- **Emil Ziyadinov**, Director, Partner Network Development, Tutu

Front row participant:

- **Alina Petrova**, Director, Sol Yacht Club

16:15–18:00

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 1, 1st floor

16:30–18:00

Moscow, VDNH, Pavilion 55
Roscongress
Plenary Hall, 1st floor

Working Meeting of the Tourism Coordination Council of the Siberian Agreement Interregional Association for Economic Cooperation of the Russian Regions

Infrastructure

Tourism of National Importance: The Strategic Potential of International Cooperation

Today, tourism is an instrument of geopolitical influence, economic diplomacy, and cultural integration. Given the current global challenges and shifting tourism patterns, it has become particularly important for nations interested in developing sustainable, mutually beneficial, and secure routes to engage in a direct dialogue. What formats of international cooperation in tourism can truly strengthen trust and mutual understanding between countries? How can we design travel itineraries and joint projects that take the interests of safety into account while also supporting long-term economic ties? And what partnerships should become key support points for the development of international tourism in the new climate?

Moderator:

- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation

Speakers:

- **Erdenet Kasymov**, First Deputy Director, State Agency for Tourism Development under the Cabinet of Ministers of the Kyrgyz Republic
- **Feng Litaο**, Cultural Minister, Embassy of the People's Republic of China in the Russian Federation; Director, Chinese Cultural Center in Moscow
- **Astamur Logua**, Minister of Tourism of the Republic of Abkhazia
- **Ruwan Ranasinghe**, Deputy Minister of Foreign Affairs, Overseas Employment and Tourism, Democratic Socialist Republic of Sri Lanka

16:45–17:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Lecture Hall, 1st floor

Seminars

A Second Life: The Revitalization of Industrial Zones

The revitalization of industrial zones offers these territories a chance at a second life that avoids their demolition and the loss of industrial heritage. Abandoned factories and warehouses are being transformed into creative clusters, cultural centres, public spaces, and mixed-use complexes with offices, hotels, eateries, and event spaces. It is essential to not only restore the buildings themselves, but to also endow them with a clear function, a user-friendly environment, convenient transport accessibility, and a rich programme of activities ranging from festivals and exhibitions to educational initiatives and tourism products. This session explores how industrial sites are becoming new points of attraction for both residents and visitors, and also examines the partnerships between cities, businesses, and local communities that are crucial to ensuring the long-term sustainability of such projects, both economically and in terms of their substance.

Speaker:

- **Andrey Maslak**, Development Director, Patefonka Art Quart

12 June, 2026

09:00–13:00

Moscow, VDNH, Pavilion
'Kosmos'
Conference Hall, 2nd floor

By invitation

Infrastructure

Modern Tourism and the Interconnectedness of the Economies of the Asia-Pacific

Today, the construction of modern tourism infrastructure requires the adoption of digital technologies and stronger cooperation among economies. The practical experience of APEC economies shows how big data, artificial intelligence, and digital platforms help enhance the efficiency of tourism management, support small and medium-sized enterprises (SMEs), create hyper-personalized tourism products, and foster the development of cross-border tourism clusters. The session will pay particular attention to solutions that aim to level out competitive advantages in the tourism industry by providing greater access to digital technologies for SMEs as well as vulnerable individuals in the tourism service value chain, such as young people, rural residents, and women. It will also focus on how to facilitate the transition from the informal to the formal economy by developing modern digital platforms and create sustainable tourism ecosystems. How is digital transformation reshaping the evolution of tourism in APEC economies? What measures could be taken to make tourism infrastructure more accessible and inclusive? How can tourism strengthen economic connectivity among APEC economies? What innovative tools help enhance the resilience and competitiveness of tourism destinations? What best practices and policy solutions can be scaled across the APEC region?

Moderator:

- **Evgeny Salberg**, International trainer; Founder, School of Expectation Management in Tourism

Speakers:

- **Anna Chelnokova-Siejka**, Director, Russian branch of Woori Media&Culture
- **Yekaterina Kireyeva**, First Deputy Minister of Economic Development and External Relations of the Amur Region
- **Roman Kuzmenko**, Project Director, Rostelecom
- **Carlos Olivos**
- **Syamsu Ridjal**, Associate professor, Politeknik Pariwisata Makassar, Poltekipar)
- **Narin Tijayang**, Chief Technology Officer, Tourism Authority of Thailand
- **Natalia Voskanyants**, Head of Business Tourism Development, Moscow City Tourism Committee
- **Shurong Zhao**, Deputy General Director, Heilongjiang Peace International Travel Service

10:00–11:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Atomarium, 3rd floor

Product

Keep Your Loved Ones Near: Travelling as a Family

With the participation of the FUN&SUN, Avito Travel, Four Paws

As we often do with so many wonderful moments, we naturally want to share our vacations with our loved ones. However, family members often have differing views on what constitutes a good vacation. As a result, special attention must be paid to family travel when selecting itineraries, entertainment programmes, and accommodation. How can you reconcile one family member's dream of a museum-hopping marathon with another's desire to simply lounge on the beach 24/7? Is there a universal itinerary-preparing formula for families with children of varying ages? And for the many people who basically view their pets as family members, what travel options are available for those who wish to bring their pets along?

Moderators:

-
- **Olga Ruchyeva**, CEO, Russian Arctic

Speakers:

- **Alina Aksenova**, Head of Educational and Children's Tourism Development Projects, Moscow Tourism and Hospitality
- **Alina Arutyunova**, Deputy Chairman, Committee for Tourism of the City of Moscow
- **Tatyana Butskaya**, First Deputy Committee of the State Duma of the Federal Assembly of the Russian Federation on Family Protection, Issues of Paternity, Maternity and

Childhood

- **Elena Makhrova**, Vice President for Commerce and Marketing, Cosmos Hotel Group
- **Alexander Saenko**, Head, Government Relations Department, Four Paws Pet Store Chain
- **Vladislava Sakina**, Commercial Director, Avito Travel
- **Aleksey Volkov**, President, National Hospitality Industry Union
- **Ekaterina Voronina**, Marketing and E-Commerce Director, FUN&SUN

Front row participants:

- **Inna Pekhova**, Founder of the International Center for Creative Hospitality LLC
- **Liutsiia Suleimanova**, Managing Partner, Educational Kinesiology Centre

10:00–11:30

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 2, 3rd floor

Youth Day

Brave New World: Media Content as a Tool for Enhancing Regional Tourism Appeal

Each region of Russia is unique, and it is crucial to find effective ways to convey this uniqueness to potential tourists. To this end, regional promotion strategies are increasingly being structured around compelling media content produced by bloggers or ordinary travellers who share their personal impressions, historical insight, intriguing itineraries, and opportunities available to visitors. How can we develop content strategies to create a cohesive image of a region and ensure people actually visit it as opposed to merely generating views? Which formats and platforms are currently most effective for promoting tourism, and how can the government, business, and creative teams combine their efforts to ensure that media activity serves the shared goals of developing a particular destination?

Speakers:

- **Tatyana Baeva**, Director of Communications Department, Kavkaz.RF
- **Andrey Berezovikov**, Deputy Director General, Directorate of the World Youth Festival
- **Maria Ledeneva**, Marketing Director, Russian Traveler magazine
- **Daria Levchenko**, Head of External Communications Department, Ministry of Economic Development of the Russian Federation
- **Tatyana Tazeeva-Gritsenko**, Blogger, Journalist
- **Julia Zhelezniak**, Head, Autonomous Nonprofit Organization «Hospitality Workshop»

Front row participants:

- **Darya Sirotina**, Travel blogger
- **Olga Smelaya**, Head of Social Media, Mriya Resort

10:00–11:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Conference Hall, -2nd floor

Product

Medical Tourism: What Russia Can Offer International Tourists

Medical tourism is one of the most promising segments of inbound travel to Russia: foreign patients come to the country seeking high- tech medical care and rehabilitation at costs significantly lower than comparable offerings in Europe and Asia. Russia offers consultations and treatment from leading oncology, cardiology, ophthalmology, and reproductive medicine specialists, as well as comprehensive treatment and leisure programmes at resorts along the Black Sea coast, in the Caucasus Mineral Waters region, and other parts of Russia. These offerings are complemented by turnkey services ranging from online consultations and document processing to airport transfers, accommodation, and multilingual personal assistance. What are the most popular medical services for foreigners travelling to Russia? What distinguishes medical tourism from recreational tourism? Which regions receive the most medical tourists?

Moderator:

- **Tatyana Gevorkyan**, Anchor

Speakers:

- **Kirill Belan**, Head, Preventive Medicine Department, Atlas Clinic Network
- **Ivan Eremin**, Head, Pelvis Joint Surgery Centre
- **Ilmira Gilmudinova**, Head, Institute of Regenerative and Translational Medicine, National Medical Research Centre for Rehabilitation and Balneology of the Ministry of

Health of the Russian Federation

- **Elena Mosiychuk**, Head, Hotel Real Estate Department, Rosa Khutor
- **Nadezhda Tiumeneva**, Director of Marketing, European Medical Center
- **Natalya Zubareva**, Director, National Medical Research Centre for Rehabilitation and Balneology, Ministry of Health of the Russian Federation

10:00–11:30

Moscow, VDNH, Pavilion 55
Roscongress
Plenary Hall, 1st floor

Key Events

See Russia by Car: 131 Travel Routes

Travelling by car offers the freedom of choice: you can turn off the highway toward a nature reserve, stay a little longer in a small town, discover local cuisine, or get to destinations that are not always easily accessible by train or plane. However, for this freedom to turn into a widely accessible and comfortable tourism product, it needs to be underpinned by systematic efforts to provide travellers with routes, roads, services, navigation, rest areas, accommodations, gas stations, digital platforms, and clear information. Russia has already established 131 designated automotive tourism routes. These are not just lines on a map, but a new framework for domestic tourism that connects regions, tourist attractions, national parks, small towns, roadside infrastructure, and businesses. The development of automotive tourism involves federal agencies, the country's regions, the road construction sector, accommodation facilities, and digital service platforms. What should modern automotive tourism routes look like? How are regions transforming an ordinary road into a comprehensive tourism product? What steps have already been taken to develop infrastructure along these routes, and which solutions have yielded the best results? How can businesses and digital platforms integrate themselves into the development of automotive tourism? And what needs to be done to ensure that travelling throughout Russia by car is a convenient, safe, and appealing experience for millions of tourists?

Moderator:

- **Maxim Kadakov**, Editor-in-Chief, Behing The Wheel Magazine

Speakers:

- **Natalia Anisimova**, Director of Partner Communications Development, Tutu Travel Service
- **Alimbek Khidzev**, Director of the Department of Tourism Development, Ministry of Economic Development of the Russian Federation
- **Sergey Lobarev**, President, National Association of Automobile Tourism and Caravanning; Director, Auto Tourism Committee, Russian Union of Travel Industry; Deputy Chairman, Working Group for the Development of Auto and Motorcycle Tourism, Tourism, Physical Education, and Sports Commission, State Council of the Russian Federation
- **Konstantin Makiev**, Deputy Chairman of the Board for Operator Activities and Development of User Services, Russian Highways State Company
- **Alexander Sokolovsky**, Director, Department of Land and Property Relations, Russian Federal Road Agency
- **Vladimir Yashkov**, Deputy General Director, Center for Strategic Research Foundation

Front row participants:

- **Elena Martynova**, Minister of Tourism of the Tula Region
- **Veronika Merkulyeva**, Deputy Head of the Altai Krai Department for Tourism and Resort Development
- **Natalia Naboychenko**, Minister of Tourism of Primorsky Krai
- **Irina Ulyenko**, Deputy Minister of Tourism of the Udmurt Republic

10:30–11:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Lecture Hall, 1st floor

Beyond Tour Guides and Hoteliers: How to Build a Career at the Intersection of Finance, Technology, and Travel?

Tourism today is about more than just tour guides and hotels. It is a vast industry that combines technology, data, finance, and the customer experience. Speakers at this session will discuss how a career in banking, services, or even McDonald's can lead to one of the world's fastest growing industries. We will talk about new professions in tourism, the use of AI and big data, skills that will be in demand in the future, and career opportunities for young professionals in Russia today. Special attention will be given to the skills and competencies that will be highly sought after in the coming years: from working with data and digital products to flexible thinking and the ability to create customer experiences.

Speakers:

- **Sergey Batanov**, CEO, Batanov CG
- **Julianna Matusevich**, Director of Development and Head, Center for Management Competencies

12:00–13:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Conference Hall, -2nd floor

Popular Science Tourism: Where Science Meets Adventure

With the support of ATOM Museum

Popular science tourism is a travel format that combines leisure with the immersive exploration of modern science. It consists of trips to research centres, museums, natural landscapes, and technology parks, with interactive programmes, lectures, observations, and experiments that enrich these journeys. Which formats of popular science tourism are most effective at engaging both local residents and visitors to a particular region? How can we foster collaboration among scientific organizations, the tourism industry, and the educational sector to create sustainable popular science programmes? What promotional tools could help make popular science tourism recognizable and appealing to a diverse target audience?

Moderator:

- **Elena Mironenko**, Director General, ATOM Museum at VDNKh

Speakers:

- **Natalia Kostenko**, Deputy Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Tourism and Development of Tourism Infrastructure
- **Natalia Latypova**, Director, Management Company of the Scientific and Educational Center of the Republic of Bashkortostan
- **Tatyana Mamontova**, Deputy Director, Center for Support of Initiatives of the Decade of Science and Technology, MISIS University of Science and Technology
- **Olga Petrova**, Deputy Minister of Science and Higher Education of the Russian Federation
- **Tatyana Terentyeva**, Deputy Director General for Human Resources, State Atomic Energy Corporation ROSATOM
- **Anna Vinnikova**, Deputy Minister of Economic Development of the Novosibirsk Region
- **Svetlana Zhurkina**, Deputy General Director, ANO 'More than a journey'

12:00–13:30

Moscow, VDNH, Pavilion 55
Roscongress
Conference hall 2, 3rd floor

Product

Ecotourism: Russia's Calling Card

For Russia, with all its natural diversity, nature reserves, and cultural heritage, ecotourism offers new opportunities to promote the country on the international tourism market. How can we manage the flow of visitors to ensure that natural territories are preserved, while simultaneously fostering the development of high-quality tourism products? Which partnership models between the government, business, and conservation organizations are the most effective? Which itinerary formats successfully combine memorable experiences for tourists with a responsible, conservation-minded approach to nature? How can we get local communities more involved and support the grassroots development of ecotourism? Which international best practices could be successfully adapted to Russia's situation? How can we create and promote regional brands rooted in natural heritage values?

Moderator:

- **Aleksey Volkov**, President, National Hospitality Industry Union

Speakers:

- **Julia Kudryashova**, Director, Department for State Policy and Regulation of Specially Protected Natural Territories
- **Irina Osadchaya**, Deputy General Director for Communication Projects, National Priorities
- **Arthur Agafonov**, Managing Director, BestArctic platform
- **Maria Badmatsyrenova**, Minister of Tourism of the Komi Republic
- **Alexey Elin**, Advisor to the Chief Executive Officer, Kavkaz.RF

12:00–13:30

Moscow, VDNH, Pavilion 55
Roscongress
Plenary Hall, 1st floor

Youth Day

Youth Plenary Session: Who Wants to Be a Traveler?

For young people, travelling within Russia is becoming a means of self-expression, civic development, and fostering a patriotic attitude toward their country. Which destinations and travel formats offer fresh perspectives on the history and culture of Russia's regions? Which programmes and state support measures make such trips more accessible? And how is a culture of independent, mindful travel being cultivated in Russia? What tools and programmes currently support youth travel, and what elements is this system still lacking? How can travel be used to foster respect for a country's cultural diversity and a sense of responsibility toward its heritage? Which practices that are being implemented by schools, universities, civic organizations, and businesses are most effective in terms of motivating young people to travel and shaping their values and cultural code?

Moderator:

- **Evgeny Chebatkov**, Stand-up Comedian

Speakers:

- **Vasily Anokhin**, Governor of the Smolensk Region
- **Danil Bredihin**, Founder, Bred design studio
- **Diana Chirkova**, A participant in a student research expedition as part of the Rediscovering Russia inter-university project
- **Ambartsum Galustov**, Acting Rector, Russian State University of Tourism and Service
- **Grigory Gurov**, Head, Federal Agency for Youth Affairs (Rosmolodezh)
- **Natalia Potasheva**, Representative, Guides of Meaning. Tour Guides community
- **Matvey Shparo**, Polar Explorer; Director, Centre for Additional Education "Travel Laboratory"
- **Olga Petrova**, Deputy Minister of Science and Higher Education of the Russian Federation

Front row participant:

- **Stanislav Danshin**, Musician, author and performer of his own lyrics

12:00–13:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Atomarium, 3rd floor

Product

Film Tourism: Tracing the Footsteps of Our Favourite Movie Characters

Film tourism is transforming popular movies and TV series into a full-fledged driver for travel: people visit specific cities and regions to see the same courtyards, waterfronts, train stations, and natural landscapes they recognize from the screen. In recent years, Russia has seen the emergence of specialized 'film itineraries' and 'film maps' that pinpoint filming locations, thematic tours, festivals, and urban events linked to people's beloved characters and storylines. This serves as a promotional tool for these regions: cinema boosts awareness, helps shape a new image for a city, and can transform filming sites into key attractions around which tourist routes, services, and infrastructure are developed.

Moderator:

- **Valentin Shubin**, Head, Tourism Development Centre

Speakers:

- **Alexander Gagarin**, Director, Centre for the Development of Tourism and Creative Industries of the Stavropol Territory
- **Boris Mashkovtsev**, General Director, Soyuzmultfilm Film Studio
- **Anton Semenov**, CEO, Otdykh v Rossii (Vacation in Russia) Magazine
- **Maria Trofimova**, Director, Department of Consumer Market and Tourism of Tyumen region
- **David Tsallaev**, General Producer, MEM-Cinema

12:00–13:30

Moscow, VDNH, Pavilion 19

Youth Day

Careers in Tourism: From Intern to Top Manager and Business Owner

ATOM Museum
Lecture Hall, 1st floor

Working in tourism is a promising and attractive proposition for young professionals, offering clear paths and opportunities for rapid growth. Leading tourism industry companies are desperate for young professionals, offering them an unambiguous career trajectory, internship programmes, and in-house training. The meeting will focus on inspiring success stories and practical HR strategies that allow young professionals to grow from entry-level positions to top management in just a few years.

What platforms exist for finding jobs and training in the tourism and hospitality industry? Where to begin a career in tourism? What career paths do companies in the industry offer: restaurants, hotels, travel tech, tour operators? What competencies are needed to become a top manager in tourism?

Moderator:

- **Marina Kachanova**, Director of Branches in the Central Federal District, Southern Federal District, and North Caucasus Federal District, HeadHunter

Speakers:

- **Ella Bagatelia**, Head of Recruitment and Adaptation Department, Fun&Sun
- **Anna Larionova**, Director of the Human Resources Department, Cosmos Hotel Group
- **Tatyana Tatarnikova**, HRD, Vasilchuki Restaurant Group
- **Igor Sivets**, Member of the Board of Directors, Tutu Travel Service

14:00–15:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Conference Hall, -2nd floor

Promotion

The Magic Pot: The Unique Flavours of National Gastrotourism

Russian culture is inextricably linked to the country's gastronomy, and the rich culinary traditions of its various regions offer tourists a 'delicious' way to experience the country's culture. A journey through Russia extends beyond merely visiting well-known landmarks; it also involves tasting local products and traditional national dishes. How can local restaurants, farms, and producers be integrated into gastronomic itineraries specifically designed for tourists? How can the regions preserve the authentic flavours of their cuisine while simultaneously ensuring a high level of service and comfort for guests? What promotional strategies could help transform gastronomic tourism in Russia into an exciting and popular travel destination?

Moderator:

- **Ekaterina Shapovalova**, Author of the Federal Project "Gastronomic Map of Russia", Curator of the House of Russian Kitchens at VDNKh

Speakers:

- **Natalia Anisimova**, Director of Partner Communications Development, Tutu Travel Service
- **Nana Gvichiya**, Vice-Chairman, Committee for Tourism Development of St. Petersburg
- **Nikolai Sarychev**, President, Chefs Team
- **Irina Ulyenko**, Deputy Minister of Tourism of the Udmurt Republic
- **Maxim Tkachev**

Front row participants:

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- **Olga Gurevich**, Director, Tourist Information Center of Primorsky Krai
- **Elena Nedbaylo**, Head of the Krasnoyarsk Territory Tourism Agency

14:00–15:30

Moscow, VDNH, Pavilion 55
Roscongress
Plenary Hall, 1st floor

Key Events

Award Ceremony for the Winners of the 'Russia through Your Eyes' International Video Competition

14:00–15:00

Moscow, VDNH, Pavilion 19
ATOM Museum
Atomarium, 3rd floor

Product

Science Museums as Anchor Tourism Attractions

With the support of ATOM Museum

Science museums and educational centres are turning into anchor attractions that drive tourist traffic within their regions. How are volcano museums, botanical gardens, university campuses, and technology hubs attracting travellers? What factors make a science museum or centre stand out as an anchor attraction that can generate regional tourism flows? How can scientific accuracy be effectively combined with interactivity and the entertainment component? What role do universities and scientific and educational centres play in developing science tourism? How do private science museums compete with public institutions and find models for sustainable growth? What support measures are needed to help create and promote regional science museum projects?

Moderator:

- **Elena Mironenko**, Director General, ATOM Museum at VDNKh

Speakers:

- **Evgeny Borovichev**, Director, N.A. Avrorin Polar-Alpine Botanical Garden-Institute – a separate division of the Federal Research Center "Kola Science Center" of the Russian Academy of Sciences
- **Alexander Gasnikov**, Rector, Innopolis University; Head of the Laboratory of Mathematical Foundations of Optimization, Moscow Institute of Physics and Technology (National Research University)
- **Alina Osmakova**, Deputy Director for Strategic Communications, Federal Research Center "Fundamentals of Biotechnology" of the Russian Academy of Sciences; Member of the Advisory Group on Scientific and Technological Development under the President of the Russian Federation
- **Maria Rahcheeva**, Director, Moscow Urban Economy Museum

14:00–15:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Lecture Hall, 1st floor

Youth Day

The 'More Than a Trip' Academy: Knowledge That Guides You toward an Amazing Future

Moderator:

- **Julia Velichko**

14:00–15:30

Moscow, VDNH, Pavilion 19
ATOM Museum
Diagonal, -3rd floor

Moderator:

- **Elena Pereskokova**

14:30–16:00

Moscow, VDNH, Pavilion 55
Roscongress
Business zone, 2nd floor

Networking

Manufacturers of transport vehicles for the tourism sector

15:00–16:15

Moscow, VDNH, Pavilion 19
ATOM Museum
Atomarium, 3rd floor

Infrastructure

The Tourism Code of Atomic Cities and Restricted Territories

With the support of ATOM Museum

Restricted-access territories and atomic cities have a unique cultural, historical, and technological heritage. How can their closed nature be transformed into an advantage? How can tourism be developed in cities with special access restrictions?

Moderator:

- **Elena Mironenko**, Director General, ATOM Museum at VDNKh

Speakers:

- **Julia Kucheryavykh**, Founder, Nizhny Novgorod Tourism Development Centre Association; Director, YUSTA Hospitality Tour Operator
- **Aleksey Safonov**, Head of the city of Sarov
- **Elena Shestakova**, Director, Yubileiny Health and Wellness Resort

16:00–17:30

Moscow, VDNH, Pavilion 55
Roscongress
Plenary Hall, 1st floor

Key Events

Official Awards Ceremony for Forum Participants