

"LET'S TRAVEL!" INTERNATIONAL TOURISM FORUM PROGRAMME

June 10–12, 2025, Moscow, VDNH

Programme accurate as at September 22, 2025

10.06.2025

09:00–10:30

Moscow, VDNH, Pavilion 55
Conference hall 2

Impact of Sporting Events on the Development of Urban Tourism Potential and Socio-Economic Effects on Society

Entry by invitation

Moderator:

- **Vladimir Voloshin**, Managing Partner, Newman Sport & Business Consulting

Panellists:

- **Maksim Borovikov**, Head, FitnessData
- **Ivan Dovgan**, General Director, BRICS Marathon League
- **Maria Petrikova**, Owner, GOLF Magazine
- **Vadim Yangirov**, Director, Kazan Marathon
- **Anatoly Zubko**, Director, Autonomous Nonprofit Organization "Moscow Marathon"

10:30–12:20

Moscow, VDNH, Pavilion 55
Plenary Hall

Plenary session 'Discovering Russia: How Travel is Changing the Country'

Tourism provides a serious boost to country's economic growth. The development of tourism spurs on related industries – from construction and transport to agriculture and industry. This session will bring together the main ideologists and enthusiasts of the tourism industry, who have proven in practice that investing in tourism generates significant returns. Tourism today is the story of people, not abstract branding. Local residents create what a territory lacks.

Moderators:

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

Panellists:

- **Vadim Dymov**, Founder, owner, Dymov
- **Nikita Italiantsev**, General Director, Vodolet High-Speed Shipping Development Company LLC
- **Evgeniy Kozlov**, First Deputy Chief of Staff of the Mayor and the Government of Moscow; Chairman, Tourism Committee of the City of Moscow
- **Darya Morozkina**, Development Director, Zolotaya Balka Agrofirma LLC
- **Aleksandr Pashnin**, Founder, OOO CB Ratrak-Ural
- **Ksenia Radchenko**, Co-founder and managing partner, camping and glamping active holiday 'Vetreno'
- **Vladimir Shevchik**, CEO, Sibintel-hoding
- **Alexander Sysoev**, Restaurateur, Founder GreatList.ru

12:30–13:00

Moscow, VDNH, Pavilion 55
Conference hall 2

Event Tourism as a Factor in Regional Development: Experience of Organizing Events in the Kirov Region

In 2024–2025, the following major projects were implemented in the Kirov Region: the 650th anniversary of the city of Kirov; Kirov – the New Year's capital of Russia; and the 'Gateway to the Russian North' national tourism congress. The Kirov Region has been granted the status of the "capital of dawns". The region positions itself as the Gateway to the Russian North. It will host the 15th Russian Rural Sabantuy, a multiethnic summer festival, in June 2025. The region has gained experience in hosting major events, such as festivals, concerts, and fairs. What is the best way to hold events that unite government agencies, business communities, creative venues, and residents? How should the Kirov Region be transformed and positioned at the federal level: by rethinking the region's heritage or searching for new semantic accents?

Moderator:

- **Alexandra Aganina**, Head of the Tourism Information Department, Kirov Region Tourism Development Center

Panellists:

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- **Alexei Cheptsov**, Director, KOGAU Tourism «Development Center of Kirov Oblast»
- **Eugene Gabsamatov**, Deputy Chairman of the Government of the Kirov region

13:00–14:30

Moscow, VDNH, Pavilion 55
Plenary Hall

Best Practices in Tourism from the Experience Ecosystem

The development of domestic tourism is a priority in the country's long-term strategy that can be accomplished through the introduction of best practices and business models, taking into account current trends and the evolution of consumer demand. All entities involved in the tourism market interact with each other in one way or another: they compete, cooperate, and unite in industry associations, thereby creating a common space of opportunities for travel around Russia. What strategies help resorts adapt to seasonal changes in demand? What approaches are most effective for managing sites with a unique history or natural value? What examples of successful event projects can be scaled to other regions? How can we create unique experiences that tourists will remember and make them keep coming back?

Moderator:

- **Viktoriya Kladieva**, Head of PR-direction, Mantera Group

Panellists:

- **Dmitriy Anfinogenov**, Deputy General Director for Development and Projects, Mantera Group
- **Elina Kushnirenko**, Head of Promotion and Development, Mantera Group
- **Natalya Poritskaya**, Head, Operational and Strategic Marketing Department, Mantera Group
- **Yana Uhanova**, Deputy General Manager for the development of the hotel sector, Mantera Group
- **Aleksey Volkov**, President, National Hospitality Industry Union

13:15–14:30

Moscow, VDNH, Pavilion 55
Conference hall 2

Independent Tourism: A Development Trend Benefiting the Whole Country

Each journey you take is a personal story of discoveries and new experiences. In this regard, more and more travellers are eschewing package deals for independent trips that are well-thought-out and tailored to a tourist's individual needs. What are some of the differences in preferences between different generations? What role do travel aggregators play in promoting independent tourism? How does independent tourism influence the development of small towns, SMEs, and the creative economy? What trends are emerging in independent tourism?

Moderator:

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

Panellists:

- **Denis Mal'tsev**, Deputy Head of the Promotion and Marketing Department, Murmansk Region Tourism Committee
- **Natalia Mikheikina**, Director of RUSSPASS Division, Autonomous Nonprofit

Organization «Project Office for the Development of Tourism and Hospitality in Moscow»

- **Evgenia Shamis**, Founder, RuGeneration Research Center; Author of a trilogy and a board game about generations
- **Pavel Smelov**, General Director, Center for Strategic Research Foundation
- **Alexey Vengin**, General Director, Profi Travel LLC
- **Darya Kochetkova**, General Director, Ostrovok
- **Igor Sivets**, Deputy General Director for Business Development, Tutu.ru

13:15–14:30

Moscow, VDNH, Pavilion 55
Conference hall 3

Russian Tourism Development Conference

Entry by invitation

Panellists:

- **Svetlana Gashkina**, Director of the Department for Budget Policy in the Social Sphere and Science, Ministry of Finance of the Russian Federation
- **Alexey Khersontsev**, State Secretary – Deputy Minister of Economic Development of the Russian Federation
- **Maksim Reshetnikov**, Minister of Economic Development of the Russian Federation
- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation

14:00–15:30

Moscow, VDNH, Outdoor
exhibit
Lecture hall 'Let's Develop!'

More than Work: The New Trend of Meaningful Travelling

Travelling around Russia not only enables you to discover new places, but also find prospects for professional development. Choosing an employer and region to live in often depends on one's personal experience, and visiting companies while travelling can be a decisive factor. What formats of educational and career guidance programmes are the most effective? How can we make sure that travel not only offers different impressions, but is also useful for your career? The answers to these questions help to shape new approaches to youth policy and the development of domestic tourism.

Moderator:

- **Oleg Makarov**, Advisor to the Head of the Federal Agency for Youth Affairs (Rosmolodezh)

Panellists:

- **Akhmet Bagautdinov**, Head, Innovation
- **Dmitry Litvin**, Director, Center for Assistance to Young Professionals; Head of Rosmolodezh.Business track and Rosmolodezh.Profi
- **Vita Saar**, Head of the Rosatom Hospitable Cities Program
- **Olga Shandurenko**, Head of Industrial Tourism Development Program
- **Olesya Teterina**, General Director, More Than a Trip

14:30–16:00

Moscow, VDNH, Pavilion 55
Conference hall 1

Strategic Priorities for the Development of Auto Tourism

Auto-tourism is rapidly developing in Russia. The government actively supports this trend and has included provisions to further develop auto-tourism in strategic documents, such as the 'Tourism and Hospitality Industry' national project. As part of the project, federal highways are being modernized, modern rest areas with parking lots, cafes, recreation areas, and Wi-Fi are being built, and traveller information systems are being introduced – from signs to mobile applications with interactive maps. What is the best way to plan out an interesting driving itinerary? How can we make auto-tourism even more convenient? How are the government and business working together for the benefit of auto tourists?

Moderator:

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

Panellists:

- **Anastasiya Gapeeva**, Deputy Governor of the Smolensk Region, Deputy Chairman of the Government of the Smolensk Region

- **Vladimir Kulikov**, Head of Public Sector Products at SberAnalytica
- **Maria Litovko**, Deputy Governor of Sevastopol
- **Konstantin Makiev**, Deputy Chairman of the Board for Operator Activities and Development of User Services, Russian Highways State Company
- **Elena Martynova**, Deputy Minister of Culture and Tourism of the Tula Region
- **Nikolai Nikiforov**, Director of the Department of Management and Investments, Ministry of Culture of the Russian Federation
- **Alexander Sokolovsky**, Director, Department of Land and Property Relations, Russian Federal Road Agency
- **Oksana Svetlova**, Minister of Culture, Arkhangelsk region

15:00–16:15

Moscow, VDNH, Pavilion 55
Conference hall 3

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

Entry by invitation

The Golden Ring of Russia is a brand that has attracted travellers from all over the world for decades. However, today the classic route needs to be renovated to meet new tourist demands and the challenges of the time. How can we breathe new life into the legendary route, while preserving its historical and cultural uniqueness? How can we make it more appealing to a modern audience? Why is the Golden Ring one of the country's key itineraries? What unites the regions of the Golden Ring, and how have they maintained their uniqueness?

Moderator:

- **Valery Sidorenko**, First Deputy Chief of Staff of the Government of the Russian Federation

Panellists:

- **Evgeniy Kozlov**, First Deputy Chief of Staff of the Mayor and the Government of Moscow; Chairman, Tourism Committee of the City of Moscow
- **Artem Molchanov**, President, Union for Development and Interaction of the Golden Ring Cities
- **Elena Solovyeva**, Commercial Director, LLC TO "Rus" (tour operator-consolidator of the national tourist route "Golden Ring")
- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation

15:00–16:30

Moscow, VDNH, Pavilion 55
Plenary Hall

Creativity and Cooperation in the Promotion of Small Towns

In the context of rapidly developing domestic tourism, small towns in Russia have a unique chance to step out of the shadow of megacities and attract the attention of tourists, investors and the media. Unconventional solutions, creative approaches to the positioning of territories and inter-sectoral partnership between business, designers, local communities and authorities are coming to the fore.

Moderator:

- **Alexander Tsympkin**, Writer

Panellists:

- **Fedor Andreev**, Hotel expert, author of GastroHotel and Night Porter channels
- **Alexander Biba**, President, Cosmos Hotel Group
- **Yury Borodayev**, Director General, Agency for Management and Use of Historical and Cultural Monuments
- **Galina Golinkova**, Deputy General Director of Gzhel Association
- **Olga Ivanova**, Chief Executive Officer of BN Group
- **Vita Saar**, Head of the Rosatom Hospitable Cities Program
- **Kirill Trenin**, General Director, MTS Travel
- **Sergey Yakovlev**, Minister of Tourism and Industry of the Nizhny Novgorod Region

15:00–16:30

Moscow, VDNH, Pavilion 55
Conference hall 2

Travelling to the East: Opportunities for Tourists Investors

Increasing tourism in the Far East is one of the general goals for the development of the region as a whole.

The tourism industry contributes to regional economic growth, while creating jobs and attracting investments. Federal and regional measures are being taken to support and develop tourism infrastructure in an effort to ensure sustainable growth in the future. The 'Far East – Land of Adventure' competition is gaining popularity. More and more foreign tourists are getting to know Russia. How can we maintain a balance between nature and business? How can we introduce people to the tourism brand of the Far East? What new support measures are needed for the sustainable development of the tourism industry?

Moderator:

- **Ekaterina Inozemtseva**, Co-founder, Russian Lakes Project; Coordinator, Women for Regional Development and Domestic Tourism Project, Council of the Eurasian Women's Forum

Panellists:

- **Anton Basansky**, Deputy Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation for the Development of the Far East and the Arctic
- **Oksana Brazhnik**, Deputy Director General for Special Projects, National Priorities
- **Bogdan Bulychev**, Traveler, Blogger, Author of the "About Travel" Channel
- **Aleksandr Tertychnyy**, General Director, Anterra
- **Nikolay Zapryagaev**, General Director, Corporation for the Development of the Far East and the Arctic
- **Yulia Boykova**, Deputy General Director for External Communications and Strategic Partnership Non-profit organization "Fund for Tourism Development, International and Interregional Projects of the Chukotka Autonomous District"

16:00–17:30

Moscow, VDNH, Outdoor
exhibit
Lecture hall 'Let's Develop!'

The Future of Children's Tourism: Innovation, Experience, and Educational Challenges

Travelling is one of the most effective ways to learn about your country and its history and culture. For this reason, it is difficult to overestimate the influence that travel has on the upbringing and education of the younger generation. What trends have emerged in children's tourism? What programmes does Russia have to increase the availability of children's tourism? How can we create itineraries that are not only interesting but also useful for children and the adults accompanying them?

Moderator:

- **Svetlana Podshibyakina**, Head, Urban Economy Division Program Manager

Panellists:

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- **Artem Kuzin**, Manager, Educational Tourism Project, Prosveshchenie Publishing House
- **Marina Labutina**, Head, Committee for Children, Youth and Family Tourism of the Russian Union of Travel Industry
- **Elena Pereskokova**, Head of the Operational Activities Department of the Directorates, More Than a Trip; Coordinator of the All-Russian Children's Council for Tourism
- **Kristina Petrova**, General Director, Association for the Development of Tourism and Hospitality Industry of the Ulyanovsk Region, Head, Smart Travel travel agency.
- **Nadezhda Samoylova**, Director, Center for Open Education Development, Federal State Budgetary Educational Institution of Higher Education «Moscow Pedagogical State University».

16:15–17:40

Moscow, VDNH, Pavilion 55
Conference hall 1

First Expanded Meeting of the Council for the Classification of Accommodation Facilities

Entry by invitation

The hotel classification system that Russia has used since 2021 has identified several key

challenges: different business conditions for different accommodation facilities, the heterogeneity of tourist accommodation services, a lack of trust in the star system used by hotels, and a lack of control over the quality of hotel services. To address these issues, the accommodation classification system underwent a reform in January 2025.

What results in classifying accommodation were achieved in the first half of 2025? Will the introduction of regional state control in the tourism industry become an incentive to improve the quality of hotel and accommodation services? What advanced training and professional retraining programmes will be approved for the experts that classify accommodation as part of the new classification system?

Panellists:

- **Andrey Artiuhov**, Member of the Expert Council of the State Duma of the Russian Federation, Expert of the National Union of Camping and Auto Tourism Industry Professionals (NUCA) in Russia
- **Stanislav Berezinskii**, Founder, Glamping
- **Alexey Khersontsev**, State Secretary – Deputy Minister of Economic Development of the Russian Federation
- **Maksim Reshetnikov**, Minister of Economic Development of the Russian Federation
- **Nadezhda Shkolnikina**, First Deputy Chairman of the State Duma Committee of the Federal Assembly of the Russian Federation on Economic Policy
- **Nazariy Skrypnik**, Head, Federal Service for Accreditation
- **Dmitry Vorona**, Deputy Chairman of the Federation Council Committee on Economic Policy
- **Igor Bukharov**, President, Federation of Restaurateurs & Hoteliers of Russia

16:30–18:30

Moscow, VDNH, Pavilion 55
Conference hall 3

Parliamentary Hearings of the State Duma’s Committee on Tourism and Tourism Infrastructure Development ‘Digitalizing Tourism: In Search of a Legal Balance’

Entry by invitation

Moderator:

- **Sangadzhi Tarbaev**, Chairman, Committee on Tourism and Tourism Infrastructure Development, State Duma of the Federal Assembly of the Russian Federation

Panellists:

- **Dmitriy Anfinogenov**, Deputy General Director for Development and Projects, Mantera Group
- **Svetlana Anufrienko**, GR Director, MTS Travel and Bronevik; Member of the Expert Council of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Tourism and Development of Tourism Infrastructure
- **Ilya Artemenko**, Head, Travel Product Development Department, ООО «T-Travel»
- **Sergey Boyarsky**, Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Information Policy, Information Technology and Communications
- **Alexander Bragin**, Director, Association of Travel Aggregators (ATAG)
- **Levon Hayrapetyan**, GR Director, Avito Travel
- **Darya Kochetkova**, General Director, Ostrovok
- **Valery Korneev**, Chairman, Digital World Union of Users of Digital Platforms
- **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
- **Evgeniy Kozlov**, First Deputy Chief of Staff of the Mayor and the Government of Moscow; Chairman, Tourism Committee of the City of Moscow
- **Nikolay Novichkov**, Deputy of the State Duma of the Federal Assembly of the Russian Federation; Coordinator, Parliamentary Group for Relations with the Parliament of the Republic of South Africa and Parliaments of Other African Countries
- **Arseny Scheltzin**, Director General of the Autonomous Nonprofit Organization “Digital Platforms”
- **Igor Sivets**, Deputy General Director for Business Development, Tutu.ru
- **Ilya Umansky**, President, Russian Union of Travel Industry; General Director, National tour operator “Alean”
- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation

17:00–18:30

Moscow, VDNH, Pavilion 55
Plenary Hall

Tourism and Investment: Russia – Africa

Russia and African countries are embarking on a new round of co-operation in tourism and investment. Tourism is increasingly seen not only as a source of economic growth, but also as an instrument of deep socio-economic transformation. The most important areas of discussion are the creation of favourable political and institutional conditions, harmonisation of regulatory frameworks, development of interstate cooperation, strengthening of tourism infrastructure and introduction of sustainable practices with the active participation of local communities. All this is the basis for the formation of a solid platform for mutual investment.

Moderators:

- **Claire Amuhaya**, Senior Lecturer at the Department of Theory and History of International Relations, Peoples' Friendship University of Russia named after Patrice Lumumba
- **Galli Monastyreva**, Member of the Board, Council for Interethnic Relations

Panellists:

- **Hiwotie Assefa**, Secretary General, African Tourism Board (ATB)
- **His Royal Highness Mwanta Ishima**, Secretary General, FATA
- **Olga Makarova**, Representative, Mariinsk village
- **Peter Mathuki**, Ambassador Extraordinary and Plenipotentiary of the Republic of Kenya to the Russian Federation
- **Maya Nikolskaya**, Senior Lecturer at the Department of Asian and African Studies, MGIMO University
- **Mohammed Selim**, Managing partner, East Step

17:00–18:30

Moscow, VDNH, Pavilion 55
Conference hall 2

Russia's Silver Necklace. Reboot

Russia's Silver Necklace project is entering a new stage due to changing market conditions and growing demands among tourists. How can we preserve the uniqueness and attractiveness of the route, while adapting it to modern trends and challenges? What has changed in terms of the concept of promoting the Silver Necklace project? What are some promising areas for the development of tourism infrastructure in Russia's Northwest regions? What opportunities does involvement in the project offer for the development of the region?

Moderator:

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

Panellists:

- **Olga Golubeva**, Head, Tourism Department of the Leningrad Region
- **Dmitry Smolnikov**, Deputy Director General, Center for Strategic Research Foundation
- **Lyubov Sovershaeva**, Deputy Presidential Plenipotentiary Envoy to the Northwestern Federal District
- **Ksenia Titova**, Executive Director, VEB Assets: New Solutions Block
- **Mikhail Ushakov**, Director, National Association of Information and Tourism Organizations

18:00–19:30

Moscow, VDNH, Outdoor
exhibit
Lecture hall 'Let's Develop!'

Hospitality Infrastructure: Effective Creation and Development

High-quality infrastructure is the foundation of successful tourism in a region. Without reliable roads, convenient parking, modern food outlets, comfortable accommodation facilities, and well-developed communications, even the most beautiful places may remain inaccessible or unattractive to travellers. What infrastructure components are key to the successful development of tourism? What is the best way to attract investment for the construction and modernization of supporting infrastructure? How can we incorporate eco-friendly sustainable solutions into infrastructure projects?

Moderator:

- **Elena Makhrova**, Vice President for Commerce and Marketing, Cosmos Hotel Group

Panellists:

- **Andrey Abramov**, Director of the Development Department, Alean Collection Hotel company
- **Elizabeth Alexandrova**, Head of the Financial Analysis Department, Versus Consulting Group
- **Tatiana Belova**, Development Director, Azimut Hotels
- **Roman Marchenko**, Director of Hotel Project Managementt, BN Group
- **David Novozhilov**, Commercial Director, DPM GLOBAL

11.06.2025

09:30–11:00

Moscow, VDNH, Pavilion 55
Conference hall 1

Meeting of the National Expert Council on the Development of Human Resources in the Tourism and Hospitality Industry

.Entry by invitation

Forming recommendations on behalf of the Council on the organisation of the personnel training system in accordance with the actual and prospective demands of employers and the strategic interests of the Russian Federation in the development of the national tourism industry.

Moderator:

- **Anna Kuvaytseva**, General Director, ANO «Cosmos Academy of Hospitality»

Panellists:

- **Igor Bukharov**, President, Federation of Restaurateurs & Hoteliers of Russia
- **Ambartsum Galustov**, Acting Rector, Russian State University of Tourism and Service
- **Makovskaya Irina**, Director of the Department of Educational Programs, Russian State University of Tourism and Service
- **Irina Orlandini Avrutskaya**, Head, Like4Like International Consulting Company
- **Anna Ostrovskaya**, Director of the Higher School of Management, Peoples' Friendship University of Russia named after Patrice Lumumba
- **Samvel Sarukhanyan**, General Director, MRIA LLC
- **Marina Sofronova**, Deputy Director, Department of State Policy in the Field of Secondary Vocational Education and Vocational Training, Ministry of Education of the Russian Federation
- **Evgeny Ugryumov**, Chairman, FUMO in the field of higher education in the USGS 43.00.00 "Service and Tourism"
- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation
- **Lubov Vybornova**, Rector, Volga Region State University of Service

10:00–12:30

Moscow, VDNH, Outdoor
exhibit
Lecture hall 'Let's Develop!'

Pitch Sessions for Russian and International Investment Projects

The business pitch session will provide a unique opportunity to hear expert recommendations and discuss your investment projects with professionals, including potential investors and partners. This event is an excellent platform for exchanging experience, exploring new ideas, and fostering collaboration.

Panellists:

- **Maria Badmatsyrenova**, Deputy Director, Far East and Arctic Development Corporation
- **Larisa Kamenyuk**, Chief Executive Officer, Stem Finance Partners
- **Artem Machulsky**, Development Director, UPRO GROUP Hotel management company
- **Nikita Pereverzev**, Head of Direction, DOM.RF Bank
- **Vladimir Stolnikov**, Investment Director, Alfa Capital
- **Andrey Tsympkin**, Development Director, Domina Management

10:30–12:30

Moscow, VDNH, Pavilion 19
The Atom Museum Hall

Religious Tourism and Pilgrimages in Russia: Issues and Prospects

Religious tourism and pilgrimages are not only a spiritual journey, but also an effective tool for developing domestic tourism in Russia. The country's numerous holy places, monasteries, temples, and cultural and historical sites are of interest to a wide range of people around the world, not just religious pilgrims. However, the development of such tourism requires a systematic approach that takes into account the specific features of the audience and can solve organizational, infrastructural, and marketing problems. Which regions of Russia have the greatest potential to develop religious tourism? How can we attract tourists to holy places en masse? What is the best way to maintain a balance between mass tourism and respect for holy places?

Moderator:

- **Metropolitan of Pskov and Porkhov Matfey**, Head of the Pskov Metropolitanate; ruling

bishop

Co-moderators:

- **Nana Gvichiya**, Vice-Chairman, Committee for Tourism Development of St. Petersburg
- **Abbess Mikhaila Solodukhina**, Abbess, Pokrovsky Alexander-Chagrin's Convent Abbess

Panellists:

- **Alexander Biba**, President, Cosmos Hotel Group
- **Ambartsum Galustov**, Acting Rector, Russian State University of Tourism and Service
- **Filipp Gulyi**, Chairman of the Board, Republican Union of Tourism Industry of the Republic of Belarus
- **Ilya Kuzmenkov**, Chief Editor, Radio "VERA"
- **Maria Litovko**, Deputy Governor of Sevastopol
- **Eldar Orudjev**, Leader, "The Road to Lavra" Project
- **Oksana Sargina**, Head, Department "Directorate for the Development of Natural Territories and Ecotourism" of the Republic of Tatarstan; leader, project "National Trail of the Republic of Tatarstan"
- **Vera Shipulya**, Head of the Project Office, "Golden Ring"
- **Marina Zhulina**, Deputy Minister of Tourism of the Yaroslavl Region

11:00–12:30

Moscow, VDNH, Pavilion 55
Plenary Hall

Transport Arteries of Tourism: Improving Infrastructure for Comfortable Travel

Transport accessibility is a key factor that often dictates the success of the tourism industry. Without convenient, reliable, and modern transport solutions, even the most beautiful and unique places may remain inaccessible to travellers. How can interconnectivity between different modes of transport be improved to create a seamless journey? What steps need to be taken to improve the accessibility of remote tourist destinations? What negative factors affect transport accessibility in the regions? What comes first in creating a popular tourist route: transport accessibility or a popular destination for tourists?

Moderator:

- **Tatyana Gorovaya**, First Deputy Director General, Centre for Strategic Research

Panellists:

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- **Roman Aleksandrov**, Advisor to the General Director, ANO Directorate of International Transport Corridors
- **Georgi Grusha**, Director of the Department for the Implementation of Tourism Projects, Ministry of Economic Development of the Russian Federation
- **Anastasiya Kozlova**, General Director, Avtodor-Development
- **Elena Rakova**, First Deputy Director, Passenger Transportation Department, Russian Railways
- **Anton Silinin**
- **Aleksey Volkov**, President, National Hospitality Industry Union
- **Ilya Zotov**, Chairman, All-Russian Association of Passengers

11:00–12:30

Moscow, VDNH, Pavilion 55
Conference hall 3

Ski Resort and Changing Times: Innovation and Sustainable Development

Modern ski resorts are being transformed in response to environmental requirements, technological progress, and changing tourist demands. The industry is introducing energy-efficient artificial snowmaking systems, digital platforms to manage tourist flows, and smart solutions to optimize resort operations. Sustainable development is being ensured through the transition to renewable energy, waste recycling, and educational programmes that shape guests' eco-awareness. The expansion of services includes summer activities and cultural events, which ensures the year-round utilization of infrastructure. How are consumer preferences and demands for ski services changing? In which direction are ski resorts developing? How has digitalization affected ski resorts? What impact has climate change had on ski resorts and adaptation strategies? How can the diversification of the tourist product enhance the attractiveness of ski resorts for different types of tourists? How can the development of new destinations be balanced with maintaining a region's ecological balance? What is the best way to develop new ski destinations and diversify the tourist

product? What infrastructure projects are needed to transition ski resorts to year-round operation?

Moderator:

- **Olga Filipenkova**, First Deputy Minister of Economic Development of the Altai Republic

Panellists:

- **Vasiliy Afanasiev**, Managing Partner, AAKO Enterprises
- **Grigory Botvinin**, Commercial Director, Bobrov Log Fanpark
- **Vladimir Danko**, Member of the Board of Directors, JSC Resort Construction Group
- **Lyudmila Galaktionova**, Director, Sales Department, Cosmos Hotel Group
- **Natalia Osipova**, Deputy Director of the Tourism Center, Center for Strategic Research Foundation; Vice President, National Union of the Hospitality Industry
- **Denis Pakhomov**, Deputy General Director, Primorye SportHotelInvest LLC
- **Valentina Perepelitsyna**, Deputy Director of the Department for Implementation of Projects in the Sphere of Tourism Activities, Ministry of Economic Development of the Russian Federation
- **Khasan Timizhev**, Executive Director, CAUCASUS.RF
- **Ilya Vinogradov**, General Director, Centre for the Development of the Ski Industry and Tourist Areas
- **Dmitry Vorona**, Deputy Chairman of the Federation Council Committee on Economic Policy

11:00–12:30

Moscow, VDNH, Pavilion 55
Conference hall 2

Development of Inclusive Tourism: Strategic Approaches and Government Initiatives

In this era of change and ever-increasing demands, accessible tourism is not only becoming just a trend, but an important aspect of the industry's development. In the current conditions, not only is interest in travel around Russia not diminishing, it is gaining momentum, including among tourists with various types of disabilities. Statistics show that approximately 15% of people around the world have some form of disability. They also want to go on holiday and travel. What changes need to be made to legislation to ensure that tourism industry facilities are accessible to people with disabilities? What state support measures and incentives can help to develop accessible tourism? What are some of the best practices for creating accessible tourism products and services, and what successful cases exist? What role do tour operators, hotels, transport companies, and other market participants play in creating accessible tourism?

Moderator:

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

Panellists:

- **Evgeny Bukharov**, Director, "Society for All" Center for the Study of Disabled People's Problems
- **Konstantin Gorodilin**, Deputy Director of the Department of Tourism Development, Ministry of Economic Development of the Russian Federation
- **Kirill Sokolov**, General Director of Nevskie Seasons Tour Operator LLC

Front row participants:

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- **Natalia Kaptelinina**, member of the Committee on Tourism and Tourism Infrastructure Development, State Duma of the Federal Assembly of the Russian Federation
- **Mikhail Kiselev**, Deputy Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Youth Policy
- **Ekaterina Zhimaeva**, Deputy Director, Center for Social Projects "MICS"

11:15–12:45

Moscow, VDNH, Pavilion 55
Conference hall 1

Investing in Hospitality: Various Investment Models and Enhancing the Efficiency of State Support

The hospitality industry is a powerful economic driver that has enormous potential for regional development and improving people's quality of life. However, in order to realize this potential, significant investments are needed, as well as effective and carefully thought-out state support measures. What are the most effective investment models in the industry? What is the best way to attract capital from individuals to invest in the hospitality industry? What state support measures are

most in demand among investors and entrepreneurs? How should we evaluate the effectiveness of these measures and make the necessary adjustments? Which investment models contribute to the sustainable development of the industry?

Moderator:

- **Ilya Umansky**, President, Russian Union of Travel Industry; General Director, National tour operator "Alean"

Co-moderator:

- **Aleksey Musakin**, Vice President, Russian Union of Travel Industry; General Director, «Cronwell Company»

Panellists:

- **Andrey Abramov**, Director of the Development Department, Alean Collection Hotel company
- **Anton Agapov**, Deputy General Director, "YES", apart-hotel network
- **Maxim Brodovskiy**, General Director, «Azimut Hotels»
- **Nikolay Goncharov**, Deputy General Director, Kavkaz.RF
- **Mark Kaganskiy**, Investor, Konakovo River Club
- **Elena Makhrova**, Vice President for Commerce and Marketing, Cosmos Hotel Group
- **Mariya Onuchina**, General Director, 25/7 LLC
- **Mikhail Sheldunov**, Director of the Project Implementation Directorate, Tourism.RF Corporation
- **Oleg Terebenin**, Founder, "Aurora Village"
- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation
- **Maria Zolotukhina**, Deputy General Director, Mantera Group

13:00–14:30

Moscow, VDNH, Pavilion 55
Plenary Hall

Expanding Rural Tourism: The Potential of Rural Areas and Small Towns

Rural tourism is becoming a key component in the sustainable development of rural areas and small towns, as it combines the economic potential of the agricultural sector, while preserving cultural heritage and creating new jobs. Growing interest in local projects (eco farms, farming estates, and craft workshops) is generating demand for infrastructure solutions, the involvement of local communities, and the integration of tourist routes into regional strategies. The main challenges include a lack of funding for small initiatives, the weak logistical connectivity of territories, and a lack of uniform standards for service quality. What role does the Russian Ministry of Agriculture play in the integrated development of rural areas and promotion of rural tourism? What rural tourism projects are already being successfully implemented and how are they contributing to the development of rural areas and small towns?

What is the best way to attract investment and business support for the implementation of rural tourism projects?

Moderator:

- **Aleksandr Zemchenko**, Director of the Autonomous Nonprofit Organization Integrated Territorial Development Land's Edge (Republic of Mordovia)

Panellists:

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- **Alexander Bolkhovityanov**, Project Manager for Localizing Yandex Products into the Languages of the Peoples of Russia, "Yandex"
- **Ekaterina Izhmulkina**, Acting Rector of the Russian Academy of Personnel Support of the Agroindustrial Complex
- **Mayya Lomidze**, Executive Director, Association of Tour Operators of Russia (ATOR)
- **Oksana Lut**, Minister of Agriculture of the Russian Federation
- **Elena Rakova**, First Deputy Director, Passenger Transportation Department, Russian Railways
- **Finol Ramon**, Deputy Minister of International Tourism of the Bolivarian Republic of Venezuela
- **Maksim Reshetnikov**, Minister of Economic Development of the Russian Federation

13:00–14:30

Moscow, VDNH, Pavilion 55
Conference hall 2

Eating My Way Across Russia. Tapping into Taste and a Region's Culinary Identity

Moderator:

- **Olga Shandurenko**, Head of Industrial Tourism Development Program

Panellists:

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- **Sergei Ganzius**, Minister of Resorts and Tourism of the Republic of Crimea
- **Oksana Larina**, Deputy Minister of Economy, Trade and Entrepreneurship of the Republic of Mordovia
- **Denis Mal'tsev**, Deputy Head of the Promotion and Marketing Department, Murmansk Region Tourism Committee
- **Elena Martynova**, Deputy Minister of Culture and Tourism of the Tula Region
- **Lidiya Nosova**, Curator, Regional Group of the Tyumen Region; Researcher of Local Gastronomic Culture
- **Iya Podzolkova**, Head, Tourism Department of Belgorod Region
- **Vladimir Rusanov**, Minister of Tourism of Kamchatka Territory
- **Mikhail Sergeychik**, Head of the Directorate of Financial Literacy, Financial Research Institute of the Ministry of Finance of the Russian Federation
- **Maya Silkina**, Head, Tourism Department of Belgorod Region Director, Tourism Department of Ivanovo Region; Member of the Government of Ivanovo Region
- **Yulia Vetoshkina**, Minister of Tourism of the Perm Territory

13:00–14:30

Moscow, VDNH, Pavilion 55
Conference hall 3

Historical and Cultural Tourism: How Cultural Heritage Sites Increase a Region's Tourism Potential

In the modern world, the restoration and adaptation of architectural monuments to meet modern needs is one of the main drivers in the development of domestic tourism and the preservation of a region's cultural code. Cultural heritage sites are increasingly becoming public and tourism magnets. Entire historical clusters are being established, which has increased the recognition of small towns as well as their tourist and economic potential. The government is increasingly acting as a partner in projects to restore such sites and offering a range of state support measures.

How should old buildings be adapted to modern needs (service apartments, boutique hotels, restaurants, and cultural spaces) while preserving their historical value? What key tools and mechanisms are being used to restore cultural heritage sites and reconceptualize them? What are some successful cases of cultural heritage sites being adapted for modern use?

Panellists:

- **Roman Kapinos**, First Deputy General Director, FSK Region
- **Alimbek Khidzev**, Director of the Department of Tourism Development, Ministry of Economic Development of the Russian Federation
- **Grigory Malamed**, Head of the Department of State Protection of Cultural Heritage Objects of the Nizhny Novgorod Region
- **Anna Malikova**, Director of the Tourism Division, Bank DOM. RF
- **Nikolai Nikiforov**, Director of the Department of Management and Investments, Ministry of Culture of the Russian Federation
- **Sophia Pulikovskaya**, Director of Regional Development Division, DOM.RF
- **Sergey Stepanov**, Chairman of the Committee for Restoration of Historical and cultural sites for the development of the tourism industry, St. Petersburg Regional Branch of the All-Russian Public Organisation 'Business Russia'

13:00–14:30

Moscow, VDNH, Outdoor
exhibit
Lecture hall 'Let's Develop!'

The North as a Point for Growth: Unlocking the Potential for Investment and Tourism in Russia's Arctic Settlements

The Arctic is at the forefront in terms of the development of the tourism industry and is seeing rapid growth in interest from private capital. The tourism market that is emerging in the North is creating a unique window of opportunity for investors, who can secure a stable position in the region by launching projects with high growth potential. The growing tourist flow, demand for active recreation and local experiences, and support for infrastructure solutions from the government all make the Arctic a point of attraction for strategic investment. Today is the ideal time to enter the market:

competition is intensifying, and now is when leaders are emerging who will determine the image of Arctic tourism in the future. What conditions are essential today for taking investment decisions in the Arctic and which of them have already been ensured in practice? What is the most promising format of tourism products for the Arctic in terms of payback and demand? What is the determining factor for the success of HORECA projects in the Arctic: uniqueness, logistics, staff, or state support? What steps should investors take to make sure they do not miss out on a niche in the growing Arctic tourism market?

Moderator:

- **Irina Zhuikova**, Director of Social Policy Department, Norilsk Nickel

Panellists:

- **Aleksandr Eliseev**, Deputy Director, Monchegorsk Development Agency
- **Andrey Fomenko**, Director, ANO «Center for Social Project Pechenga District «Second School»
- **Julia Gribanova**, Deputy Director, Investment and Business Environment Development, Agency for the Development of Norilsk
- **Artem Kuksa**, General Director, Murmansk Region Development Corporation
- **Aleksandr Odabashian**, Head of Department, Marketing and Sales, Adventure Tour Operator «PanarcticStar»
- **Ksenia Titova**, Executive Director, VEB Assets: New Solutions Block

13:00–14:30

Moscow, VDNH, Pavilion 19
The Atom Museum Hall

The Role of Tourism in Preserving Historical Heritage and Strengthening International Ties

This year marks two anniversaries – the 80th anniversary of the Great Victory and the founding of the UN. These events are inextricably linked and held pivotal significance for all of humanity. The victory over Nazism laid the foundation for a new international order, with the UN at its helm. The panel discussion focuses on the role of tourism in preserving historical memory and cultural heritage, which includes visiting sites of military battles, memorials, and historical and local history museums. Cooperation in the field of historical tourism serves as a means to deepen mutual understanding, strengthen friendship among nations, educate younger generations, and counter attempts to distort history.

Moderators:

- **Konstantin Kolpakov**, Head of the Department for International Sports, Youth Cooperation and Tourism, Ministry of Foreign Affairs of the Russian Federation
- **Elena Mironenko**

Panellists:

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- **Alina Arutyunova**, Deputy Chairman, Committee for Tourism of the City of Moscow
- **Aleksey Dementyev**, Director, "Stalingrad Battle" State Historical and Memorial Museum-Reserve
- **Nadezhda Filatova**, Deputy Director - Head of World Heritage and International Cooperation Division, Heritage Institute
- **Artem Fomin**, First Deputy Director General, ANO Directorate of the World Youth Festival
- **Elena Mityukova**, Deputy Director for Scientific Work, Brest Fortress-Hero Memorial Complex
- **Yevgeny Pankevich**, Chairman, St. Petersburg Tourism Development Committee
- **Dmitry Smolnikov**, Deputy Director General, Center for Strategic Research Foundation

Front row participant:

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15:00–16:30

Moscow, VDNH, Pavilion 55
Plenary Hall

The Implementation of Large Investment Projects in the Tourism Sector: Challenges and Opportunities

Russia's 'Tourism and Hospitality' national project is ramping up the development of the industry through the implementation of such major investment projects as: the creation of resort clusters as part of the 'Five Seas and Lake Baikal' initiative and other large-scale projects, the modernization of

transport infrastructure, and the construction of mixed-use facilities – from premium hotels to digital booking services. These projects create a foundation for affordable and safe tourism, generate demand for domestic products, and provide business support through state programmes. The government and the private sector are synergizing their efforts with the development of common quality standards, staff training, and the introduction of innovative technologies, which enhances the attractiveness of the regions. The multiplier effect of investment can be seen in the growth of related industries, such as logistics, catering, and the event industry. The long-term goal is to consolidate Russia's position as a country with unique tourism opportunities, where large-scale infrastructure solutions provide a basis for economic growth and the social development of the regions. What are the most effective mechanisms for subsidizing the construction of supporting infrastructure? How is the 'Five Seas and Lake Baikal' federal project being implemented? How do major investment projects affect small and medium-sized businesses?

Moderator:

- **Mikhail Sheldunov**, Director of the Project Implementation Directorate, Tourism.RF Corporation

Panellists:

- **Julia Baikalova**, General Director of Miracle Baikal
- **Kirill Isaev**, General Director, CLT-Development
- **Elena Makhrova**, Vice President for Commerce and Marketing, Cosmos Hotel Group
- **Vita Saar**, Head of the Rosatom Hospitable Cities Program
- **Maria Trofimova**, Director, Department of Consumer Market and Tourism of Tyumen region
- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation
- **Andrey Yermak**, Minister of Culture and Tourism of the Kaliningrad region
- **Maria Zolotukhina**, Deputy General Director, Mantera Group

15:00–16:30

Moscow, VDNH, Pavilion 55
Conference hall 1

The Key Role of Guides in Tourism Experiences: Standards, Technologies, and Innovations

A professional guide has long ceased to be just a storyteller - today he or she is a central link in the formation of a quality and memorable tourist product. Not only the traveller's satisfaction, but also the reputation of the entire tourist destination depends on his or her knowledge, information presentation skills and ability to interact with different audiences. What role do guides fulfil in modern tourism? What is a 'good' guide? What qualities should he possess? Does the guide resemble 'his' City?

Moderator:

- **Olga Yurakova**, Certified Mentor in Industrial Tourism, Agency for Strategic Initiatives for the Promotion of New Projects (ASI)

Panellists:

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- **Airat Bagautdinov**, Founder, Urban Projects
- **Alexandra Sharova**, Founder, Association of Tour Guides and Guides-Translators of Nizhny Novgorod Region

15:00–16:30

Moscow, VDNH, Pavilion 55
Conference hall 2

Common Hospitality Standards: The Competitive Advantage of Service Quality

Russia is actively establishing common service quality standards in the hospitality industry to enhance the industry's competitiveness, meet guests' expectations, and strengthen their loyalty. The introduction of such standards includes the optimization of business processes, staff training, the use of innovative solutions to differentiate companies, and tools for the real-time monitoring of service. Adapting the market to the new demands for classifying tourism industry facilities requires an analysis of changes in customer expectations, with an emphasis on personalization, speed of service, and digitalization. The country's regions have had success introducing standards, while customer retention is achieved through premium service, forecasting demand, and an individual approach, which creates sustainable advantages for the regions. How can the successful regional experience be adapted to improve the quality of services in other territories? What helps to quickly respond to industry demand? What are some successful regional and business practices for

creating service quality standards and building customer loyalty?

Moderator:

- **Maxim Fateev**, Vice President, Chamber of Commerce and Industry of the Russian Federation; General Director, Expocentre

Panellists:

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- **Olga Filipenkova**, First Deputy Minister of Economic Development of the Altai Republic
- **Georgi Grusha**, Director of the Department for the Implementation of Tourism Projects, Ministry of Economic Development of the Russian Federation
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)
- **Artem Seleznev**
- **Aleksey Volkov**, President, National Hospitality Industry Union

15:00–16:30

Moscow, VDNH, Pavilion 55
Conference hall 3

From Declarations to Partnership: Reducing Regulatory Barriers with Friendly Countries

Tourism is one of the key drivers of the economy, determining the socio-economic development of a country. Creating conditions for unimpeded travel appears to be a priority task for international tourism. The easing of visa restrictions, promotion of tourism potential and creation of a positive image of the country abroad, expansion of flight geography, introduction of new quality standards, creation of tourist infrastructure - all this will allow to multiply the inbound tourist flow to the country. Experts will discuss the best practices for attracting foreign tourists, talk about new mechanisms to improve entry and comfort of stay, as well as the most effective support measures for the development of the tourism industry, and analyse successful experience in overcoming barriers to the growth of tourist traffic.

Moderator:

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

Panellists:

- **Alexander Biba**, President, Cosmos Hotel Group
- **Feng Litao**, 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
- **Maksim Reshetnikov**, Minister of Economic Development of the Russian Federation
- **Pavel Smelov**, General Director, Center for Strategic Research Foundation

15:00–16:30

Moscow, VDNH, Outdoor
exhibit
Lecture hall 'Let's Develop!'

Be an Expert at Home. How Russia's Many National Cuisines Contribute to a Trip Across the Country

Russia's multinational cuisine is not just part of its hospitality, but a key highlight of the identity of the country's regions. The integration of Russian cuisine into tourism programmes creates an authentic image of a region and an emotional connection between the traveller and the place, and also expands the economic opportunities of local producers.

At the master class for representatives of the executive authorities and travel companies that specialize in domestic and inbound tourism:

- The culinary language of Russia in journeys around Russia. Methodological recommendations for designing a tourism product in all food segments
- Methodological recommendations for designing and organizing a gastronomic festival
- Methodological manual for tourism specialists: analysis of mistakes, successful practices, myths and stereotypes about Russian cuisine and the cuisines of the peoples of Russia, and the archetype of a hero from a popular tourism region

Moderator:

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

15:00–16:30

Moscow, VDNH, Pavilion 19
The Atom Museum Hall

Teams of the Future: Human Resources for Tourism and Hospitality

Moderator:

- **Aleksandra Bobretsova**, Founder and CEO, INRU Intellectual Conference and ANO Turaxelerator

Panellists:

- **Roman Gareev**, Head of the Department of Hotel and Tourism Management, Plekhanov Russian Economic University
- **Inna Glushkova**, Director, Centre for Competence and Development of Inbound Tourism, Inbound Tourism Committee, Russian Union of Travel Industry
- **Darya Kochetkova**, General Director, Ostrovok
- **Leysan Minazetdinova**, Head of Educational Projects, Moscow Urban Forum
- **Ksenia Redzhepova**, HR Director, Ararat Park Hyatt Hotel Moscow
- **Mariya Vesloguzova**, Head of the Department of Service and Tourism, Volga Region State University of Physical Culture, Sports and Tourism

17:00–18:30

Moscow, VDNH, Pavilion 55
Plenary Hall

Import Substitution in the Tourism Industry: State Policy Priorities and Industry Solutions

The 'Production of Domestic Products for the Tourism Industry' federal project is a strategic response to the challenges of the global market's transformation and aims to create a sustainable ecosystem of Russian tourism. By 2030, the share of localized equipment and machinery in the industry should reach 84.5% and include such key areas as ski infrastructure, amusement parks, transport logistics, and digital service management platforms. Which categories of equipment (cable cars, snow groomers, attractions) experienced the greatest shortage of domestic analogues in 2024? How should we assess the future need for specialized equipment given the growth in the domestic tourist flow? Which Russian enterprises are ready to scale up the production of ski equipment to phase out imports by 2026? What niches in shipbuilding (cruise liners, river vessels) could be taken over by domestic shipyards? How should state support measures (subsidies, preferential loans) be adapted to the specifics of tourist equipment manufacturers?

Moderator:

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

Panellists:

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- **Ilya Arzyutov**, General Director, SKADO Group of Companies
- **Svetlana Danilina**, Deputy Chairman of the Management Board of the Association of Mountain Complexes, Territories and Services
- **Timur Khakimov**
- **Nikolay Litarenko**, Chairman of the Expert Council, Head of the Legal Department, Russian Union of Travel Industry
- **Nikolay Odintsov**, Vice President for Corporate Sales Development, Bus Division, GAZ Group Managing Company
- **Vasily Osmakov**, First Deputy Minister of Industry and Trade of the Russian Federation
- **Aleksandr Pashnin**, Founder, OOO CB Ratrak-Ural
- **Dmitry Sidorovich**, CEO, Ruslet
- **Igor Sivets**, Deputy General Director for Business Development, Tutu.ru
- **Khasan Timizhev**, Executive Director, CAUCASUS.RF

17:00–18:30

Moscow, VDNH, Pavilion 55
Conference hall 3

Came, Fell in Love, Stayed: How Tourism is Attracting People to Cities with Scientific Potential

Developing a hospitable environment in small towns that have high scientific and technological potential, yet are surrounded by stereotypes about their exclusively industrial nature, is becoming a tool for enhancing their attractiveness and solving staffing problems. Retaining and attracting the population to such cities requires a comprehensive approach with improvements to the quality of education and the development of medicine as well as volunteer and environmental initiatives. These measures aim to improve people's quality of life and create conditions for a comfortable

lifestyle. How can we overcome stereotypes about industrial cities and reveal their tourism potential through historical and cultural heritage and innovative projects? How can projects like Rosatom's Hospitable Cities become a model for transforming other single-industry towns? What barriers arise when transforming closed industrial areas into open tourism centres, and how has the project helped to overcome them?

Moderator:

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

Panellists:

- **Maksim Astapenkov**, Head of Regional Development Directorate, SMEs Corporation
- **Sergey Konovalov**, Head of the city of Glazov, Udmurt Republic
- **Veronika Kosykh**, Deputy General Director, More Than a Trip
- **Svetlana Nekhorosheva**, Head of the youth and student tourism program "Student Tourism", Ministry of Science and Higher Education of the Russian Federation
- **Evgeny Nikora**, Deputy Chairman, Murmansk Regional Duma; Advisor, Kola Nuclear Power Plant (KolNPP)
- **Aleksey Safonov**, Head of the city of Sarov

17:00–18:30

Moscow, VDNH, Outdoor exhibit
Lecture hall 'Let's Develop!'

Putting Training into Practice: Attracting Investment to the Regions

The programme that Russia is implementing to develop the human resources potential of regional tourism teams has become a key tool for modernizing the tourism industry in recent years. The initiative encompasses more than 20 regions of Russia and aims to improve the professional level of specialists, strengthen the investment appeal of the regions, and create a sustainable system to manage tourism projects. The initiative is becoming not just an educational programme, but a strategic tool for developing the country's tourism industry. What steps are needed now to consolidate the results that have been achieved and take the regions to a new level? How can we maintain the current pace and ensure the systematic development of human resources in the interests of the entire hospitality industry?

Moderator:

- **Aleksey Volkov**

Panellists:

- **Alexei Cheptsov**, Director, KOGAU Tourism «Development Center of Kirov Oblast»
- **Elena Kiseleva**, Partner, Head of Real Estate and Regional Development Practice, Strategy Partners
- **Elena Makhrova**, Vice President for Commerce and Marketing, Cosmos Hotel Group
- **Anna Malikova**, Director of the Tourism Division, Bank DOM. RF
- **Konstantin Markov**, Executive Director, Center for Industry Expertise «Tourism», Sberbank
- **Irina Mironova**, Director, Department of Federal Development Projects, SKOLKOVO School of Management
- **Marina Nenarokova**, General Director, , Natural Code; Vice President, National Union of the Hospitality Industry
- **Julia Zhelezniak**, Head, Autonomous Nonprofit Organization «Hospitality Workshop»

17:00–18:30

Moscow, VDNH, Pavilion 19
The Atom Museum Hall

Factories, People, Cities: Industrial Tourism and Regional Development Strategies

Industrial tourism has become one of the most dynamically developing trends in recent years with its combination of technology, culture, and education. Factories, plants, laboratories, and innovative production facilities are turning into unique tourist attractions where guests can not only observe processes, but also immerse themselves in the history of a product's creation and learn about the technologies of the future.

Moderator:

- **Olga Shandurenko**, Head of Industrial Tourism Development Program

Panellists:

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- **Ulugbek Asadullaev**, Leading Specialist of the Tourism Committee of the Republic of Uzbekistan
- **Yekaterina Kireyeva**, First Deputy Minister of Economic Development and External Relations of the Amur Region
- **Yelena Latyshenko**, Minister of Tourism of Kuzbass
- **Konstantin Malyshev**, Head of the Department of International Youth Cooperation and Tourism of the Ministry of Science and Higher Education of the Russian Federation
- **Varvara Melekesceva**, Head of Competence Center for Ecology, Sustainable Development and Closed Cycle Economy in Industrial Tourism, JSC POLIEF
- **Vladimir Mostovoy**, Deputy Director of the Department of Regional Industrial Policy, Ministry of Industry and Trade of the Russian Federation
- **Anastasia Ponkina**, Head of the Main Department for Tourism Coordination of the Chelyabinsk Region
- **Sergey Ryzhov**, Chief Executive Officer, MICE Market
- **Elena Mironenko**, Director General, ATOM Museum at VDNKh

10:00–11:30

Moscow, VDNH, Pavilion 55
Plenary Hall

A New Kind of Travel: Visionary Experience in the Regions

How are new tourist points of attraction born? Who sets the vector for the development of local tourism where yesterday there was no infrastructure, and today there are unique routes and popular local brands? The answer lies on the surface - people. Those who first saw the potential of their native land and decided to change and become the catalyst for change. But how to find the region's unique selling proposition and turn it into a tourist product? What challenges have to be overcome on the way to creating a new destination? How to attract the attention of tourists, authorities and investors to little-known places? What technologies, marketing approaches and creative solutions have helped bring projects to a new level?

Moderator:

- **Natalia Anisimova**, Head of partner communications of Tutu travel service, creator of Tutu Media Intelligence project, expert on domestic tourism

Panellists:

- **Yulia Badash**, Minister of Tourism of the Udmurt Republic
- **Olga Khusnutdinova**, First Deputy Head of the Directorate for Natural Territories. Institute of Urban Development of the Republic of Tatarstan Foundation
- **Ekaterina Kuznetsova**, Head, Center for Tourism and Culture Development of the Arkhangelsk Region
- **Denis Mal'tsev**, Deputy Head of the Promotion and Marketing Department, Murmansk Region Tourism Committee
- **Sergey Slabunov**, Entrepreneur in the creative and event industry, park manager, event manager, restaurateur, tourism and area development expert.
- **Alexander Terentyev**, Director General of the Agency for Tourism Development and Promotion of the Komi Republic

10:00–11:30

Moscow, VDNH, Pavilion 55
Conference hall 2

Lean Vacations: How to Improve the Efficiency of the Tourism Industry

Today, we are seeing an increase in genuine interest in tools that enhance the productivity of the tourism and hospitality industry. The introduction of lean technologies, digital solutions, and the use of human resources are all helping to accelerate the goals of improving quality and increasing tourist loyalty without attracting major investments. The regions have already gained significant experience in identifying hidden resources to improve work processes and effective teamwork in optimizing the guest service cycle. Which factors have the greatest impact on labour productivity in the tourism industry: digital technologies, human resources, or operational maturity? How does increased labour productivity affect the quality of customer service and their loyalty? How can we identify weaknesses and areas for increased productivity?

Moderator:

- **Alexey Baishev**, Deputy General Director for Operational Efficiency, Federal Competence Center (FCC)

Panellists:

- **Tamara Chernykh**, CEO, Upro Group Management Company
- **Natalia Davydova**, Commercial Director, Sanatorium Zdravnitsa Lago-Naki
- **Timur Kebekov**, Deputy General Director, Kavkaz.RF
- **Vadim Tretyakov**, Deputy Head of the Regional Competence Center, ANO Mosstrategy
- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation
- **Aleksey Yurtaev**, Minister of Economy of the Krasnodar Region

10:00–11:30

Moscow, VDNH, Pavilion 55
Conference hall 3

Combining Spaces and Harmonizing Cultures: Cross-Border Routes for Tourist Exchanges

Russia's geographical location offers unique prospects for boosting inbound tourism through cross-border routes and the development of land and water transport links. Integrating routes could, in turn, promote cultural exchanges and improve economic well-being. What is the outlook for cruise tourism in the Caspian Sea? What is needed to create comfortable and popular cross-border

routes? How should interregional routes be promoted on foreign markets? How can harmonize the legislative framework and quality standards for tourism services?

Moderator:

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

Panellists:

- **Win Cho Soe**, Minister of Tourism, Ministry of Hotels and Tourism Myanmar
- **Sergey Khvorostyany**, Deputy General Director for International Relations and Tourism, Rosa Khutor, Representative, Eurasian Alliance of Mountain Resorts
- **Ekaterina Kireeva**, First Deputy Minister of Economic Development and External Relations of the Amur Region
- **Dmitriy Kobitskiy**, Secretary General of the Council, Interparliamentary Assembly of Member Nations of the Commonwealth of Independent States
- **Nikita Kondratyev**, Director of the Department of Multilateral Economic Cooperation in Special Projects, Ministry of Economic Development of the Russian Federation
- **Ruwan Ranasinghe**, Deputy Minister of Foreign Affairs, Overseas Employment and Tourism, Democratic Socialist Republic of Sri Lanka
- **Evgeny Salberg**, International trainer; Founder, School of Expectation Management in Tourism
- **Shurenchimeg Tsogtbayar**, Director General, Great Tea Route Development Foundation
- **Elena Tsymbal**, Minister, Tourism of Khabarovsk Krai

10:00–11:30

Moscow, VDNH, Outdoor exhibit
Lecture hall 'Let's Develop!'

Travel as a Lifestyle: Youth Ambassadors

The active development of Russia's tourism industry in recent years has attracted a large flow of new players to the industry. How is travel influencing the development of the media industry in our country? How can we start filming travel content, and what will help make it not only entertaining but also educational? What is the best way to attract an audience to your travel blog?

Moderator:

- **Evgenii Chebatkov**, Stand-up comedian

Panellists:

- **Bogdan Bulychyev**, Traveler, Blogger, Author of the "About Travel" Channel
- **Victor Davidyuk**, Photographer, director, director of photography; mentor of the More Than a Review project
- **Paul Ivshin**, hiker, blogger, photographer, hudsurfer, creator of the «Wonder Everywhere» project
- **Ekaterina Makina**, Finalist of the Youth Capitals Exchange 2024 project
- **Anna Piankova**, Project Producer, VK Places

12:00–13:30

Moscow, VDNH, Pavilion 55
Plenary Hall

Awarding Ceremony of the Winners of the International Video Contest 'Russia Through Your Eyes!'

Moderators:

- **Maria Osadnik**, Host of the travel show Let's Go! on Channel One
- **Evgeny Pokrovsky**, Host of the travel show Let's Go! on Channel One

Panellists:

- **Pavel Smelov**, General Director, Center for Strategic Research Foundation
- **Dmitry Vakhrukov**, Deputy Minister Economic Development of the Russian Federation

Front row participants:

- **Milana Galitskaya**, Digital Communications Manager, Ararat Park Hyatt Moscow Hotel
- **Darya Kochetkova**, General Director, Ostrovok
- **Alexander Lvov**, General Director of Retro-Tourism LLC, Chairman of the Council of the

Association for International Cooperation in Tourism World without Borders.

- **Inna Pekhova**, Founder of the International Center for Creative Hospitality LLC
- **Alexander Sirchenko**, Deputy General Director of TT-Travel LLC
- **Aleksey Volkov**, President, National Hospitality Industry Union

12:00–13:30

Moscow, VDNH, Pavilion 55
Conference hall 2

A Map of Musical and Festival Tourism in Russia

The demand for vibrant local events, interest in regional culture and travellers' desire for vivid impressions make music festivals a powerful tool for attracting tourists. The state also actively supports the development of event tourism - through grants, infrastructure projects and promotion of festival destinations as part of the country's tourism strategy. How to create a map of music territorial brands? What audiences are attracted to music festivals? How do regions perceive and support hosting major music festivals?

Moderators:

- **Igor Caverzin**, President, International Academy of Tourism Industry Development (MART), Vice President, National Association of Event Tourism Specialists (NAST), Head, WEXECON Production Center
- **Maxim Chernov**, Head, Music and Tourism Product Modeling Center, WEXECON Production Center; Executive Director, Music and Tourism Ecosystem "VERHOM!"

Panellists:

- **Oleg Alekseev**, President, National Association of Event Tourism Professionals (NAST)
- **Julia Boyarkina**, Minister of Entrepreneurship and Tourism of the Vladimir Region
- **Synaru Kulakova**, Deputy Minister of Tourism of the Altai Republic
- **Andrey Kutyn**, Owner, concert venue Nenavist Night Club; Founder, musical cultural-educational festival "Sense"

12:00–13:30

Moscow, VDNH, Pavilion 55
Conference hall 3

HR for the Tourism of the Future: Strategic Private-Public Partnership to Develop Human Capital

Given the lack of skilled professionals and the serious increase in the number of hotel rooms over the next five years, finding and training staff to work in the hospitality industry is a particularly acute issue. Solutions are needed to provide on-the-job training throughout the year, attract skilled workers from other countries, establish a talent pool, and provide targeted training, including short-term training. Can the industry articulate the requirements for the skills of the future today? What lessons can we learn from the experience of partnership between government, education, and business? What kind of expectations do workers have from the on-the-job model of education in tourism and hospitality? How much time is needed to train a mid-level manager and operational specialist at a hotel? How can we synchronize academic training programmes with practical work at hotels?

Moderators:

- **Ambartsum Galustov**, Acting Rector, Russian State University of Tourism and Service
- **Aleksey Musakin**, Vice President, Russian Union of Travel Industry; General Director, «Cronwell Company»

Panellists:

- **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
- **Marina Morozova**, Director of ANO «International Competence Center for Tourism and Hospitality»
- **Olga Petrova**, Deputy Minister of Science and Higher Education of the Russian Federation
- **Maria Trofimova**, Director, Department of Consumer Market and Tourism of Tyumen region
- **Khurshed Ulmasov**, Head, Department of Additional Education of the Institute of Industry and Service NOU
- **Ilya Umansky**, President, Russian Union of Travel Industry; General Director, National tour operator "Alean"

Front row participant:

- **Nikolay Valuev**, First Deputy Chairman of the Committee of the State Duma of the Russian Federation on Ecology and Environmental Protection

12:00–13:30

Moscow, VDNH, Outdoor
exhibit
Lecture hall 'Let's Develop!'

Patriotic Routes in the Service of Education

In today's society, the patriotic education of young people is taking on special significance. Tourism not only involves travel, but is also a powerful tool for shaping civic identity, spiritual and moral values, and love for one's homeland. How can tourism practices become living lessons of patriotism and historical memory? How can their educational potential be enhanced as part of national initiatives during the Year of the Defender of the Fatherland in Russia and the 80th anniversary of Victory in the Great Patriotic War? How can projects dedicated to the patriotic education of young people be encouraged and made more popular?

Moderator:

- **Stanislav Kireev**, Deputy General Director, More than a Trip

Panellists:

- **Svetlana Nekhorosheva**, Head of the youth and student tourism program "Student Tourism", Ministry of Science and Higher Education of the Russian Federation
- **Jeanne Turkish**, Tour guide, winner of the contest «Guides of meanings. Excursion guides of victory»
- **Inna Udovenko**, Head, All-Russian Association of Patriotic Tourism; Head of Excursion Programs Promotion Department, Victory Museum
- **Valeriy Zhelatelev**, Head of Marketing Department, Kavkaz.RF

12:00–13:30

Moscow, VDNH, Pavilion 19
The Atom Museum Hall

Popular Science Tourism in the Regions: Hot Spots for Young Travellers

In the Decade of Science and Technology announced by the President of Russia, a new type of tourism has emerged - popular science tourism. The new format offers tourists to visit unique scientific centers, museums, reserves and laboratories, as well as to participate in thematic excursions, lectures and master classes. This is an opportunity to learn about the latest scientific discoveries, meet interesting people and broaden your horizons in an interactive and exciting way. This year, as part of the Decade of Science and Technology, several new routes were launched, including such regions as the Krasnoyarsk Territory, the Republic of Karelia and the Altai Territory. What are the prospects for the development of popular science tourism? What barriers do regions face when creating routes? How to increase the tourist flow to scientific destinations? What opportunities exist for young people and students?

Moderator:

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

Panellists:

- **Stanislav Aristov**, Director of the Tourism Project Office, "Central Federal District" Association
- **Daria Bessudnova**, Curator of the Science Playgrounds initiative of the Decade of Science and Technology
- **Tatiana Krivosheeva**, Vice-rector for scientific activity and additional education, Russian State University of Tourism and Service
- **Konstantin Malyshev**, Head of the Department of International Youth Cooperation and Tourism of the Ministry of Science and Higher Education of the Russian Federation
- **Zhargal Namzhilov**, Head of Regional Relations, Project Office of the Decade of Science and Technology, National Priorities ANO
- **Anastasia Varlygina**, Co-founder and Director, Association for Ocean Economics; Coordinator of the Project Office of the Interagency Integrated Scientific Research Programme for the Kamchatka Peninsula

Front row participant:

- **Olga Petrova**, Deputy Minister of Science and Higher Education of the Russian Federation

14:00–15:30

Moscow, VDNH, Pavilion 55
Plenary Hall

Travel that Inspires: How to Create an Attractive Image of Russia Abroad

Tourism is the best way for Russia to demonstrate its openness to the world. For the second year, Russia has been carrying out work in other countries to promote itself as a tourist destination under the Discover Russia brand. In 2024, Russian regions began shaping their identity and studying the needs of a specific target foreign audience. At the same time, work is underway to improve infrastructure for receiving guests from other countries. Tourists should be surrounded by a comfortable environment throughout the entire trip, including the availability of information about travel around the country, convenient logistics, and a high level of service. Another key aspect is the preparation of personalized offers that leave an unforgettable impression and will make tourists keep coming back to the country. What initiatives are representatives of Russia's target countries proposing for their part? What should be the basis for marketing tourist destinations at the global level?

Moderator:

- **Oleg Kochug**, Director, Center for International Tourism Development, Center for Strategic Research

Panellists:

- **Kirill Ksenofontov**, Head of Government Relations, Ostrovok
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)
- **Elena Mironenko**, Director General, ATOM Museum at VDNKh
- **Jalal Ismailov**, Director of representation office of Azerbaijan Tourism Board in Russia
- **Vladimir Rusanov**, Minister of Tourism of Kamchatka Territory

14:00–15:30

Moscow, VDNH, Pavilion 55
Conference hall 1

Russia – A Territory of Discoveries: Travel in an Era of Change

Even with all the current challenges and changes, not only is interest in travel around Russia not diminishing, it is gaining momentum. Rising prices are not scaring away tourists, and people remain eager to travel all year round. How are the preferences of Russian tourists changing and which destinations are the most popular? Why is the price factor not always decisive when selecting a tour? How can tour operators attract and retain customers in a dynamically changing market? What does the modern Russian tourist need?

Moderator:

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

Panellists:

- **Alexander Glibichuk**, Director, Internet Marketing Department of Intourist Tour Operator
- **Oksana Lebedeva**, Executive Director, TariTour Group of Companies
- **Sergey Romashkin**, General Director, "Dolphin" Tour Operator
- **Ekaterina Stahiryak**, Marketing Director, "Pegas Touristik"
- **Tatyana Weizer**, Head, "Discover Russia with "Alean" Project

14:00–15:30

Moscow, VDNH, Pavilion 55
Conference hall 2

Creating and Developing a Modern Park the Whole Family Can Enjoy

City parks are becoming key public spaces that combine recreation, entertainment, and cultural events for all age groups. The authorities pay particular attention to creating a comfortable environment, including areas for pets, and developing event programmes – from master classes to festivals. How can we effectively use a single subsidy to fund park events? How can the Puteshestvuem.RF portal help in promoting park events? What are some key aspects of successful public-private interaction in the development of parks? What formats of free events are most popular among visitors?

Moderator:

- **Elena Amalitskaya**, Deputy Head of the Department for Support of Implementation of Tourist Routes and Events of the Department of Tourism Development, Ministry of Economic Development of the Russian Federation

Panellists:

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- **Artem Gagauz**, Director, Stolitsa Utra

- **Artem Gebelev**, Head, Working Group on Dog Infrastructure under the Public Council of the Russian Ministry of Construction; Founder, Dog City Project
- **Yekaterina Postnikova**, Deputy Governor of the Kurgan Region; Director, Representative Office of the Kurgan Region under the Government of the Russian Federation
- **Darya Tolmacheva**, Director of urban territory, Recreation area "Green Island"

14:00–15:30

Moscow, VDNH, Pavilion 55
Conference hall 3

Tools for Promoting the Tourism Potential of Russian Regions

Moderator:

- **Evgeny Demchenko**, Press officer, Ministry of Economic Development of the Russian Federation

Panellists:

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- **Bogdan Aulin**, Editor-in-Chief, National Tour Portal "Traveling.rf"
- **Tatyana Baeva**, Director of Communications Department, Kavkaz.RF
- **Yelena Bakalyuk**, Director, Tourism Project Office, National Priorities
- **Viktoriya Kladieva**, Head of PR-direction, Mantera Group

14:00–15:30

Moscow, VDNH, Outdoor
exhibit
Lecture hall 'Let's Develop!'

Manufacturing Creative Tourism

Tourism is shifting from an experience-based economy to transformation, and this requires adapting the entire national tourism product.

At the same time, the tourism sector is underfunded in terms of investments in human capital and in creating a high-quality, competitive tourism product.

The key challenges that will need to be addressed in the coming years include competition among regions with similar offerings, overproduction of mass-market tourism products, overtourism in certain areas, the high cost and low accessibility of the national tourism product for most Russians, as well as the need to improve service standards at both new and existing tourism facilities.

Moderator:

- **Julia Rybakova**, Director General, ANO «CRCT»

Panellists:

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- **Natalia Bagrova**, Director, Yaroslavl Region Export Center
- **Igor Caverzin**, President, International Academy of Tourism Industry Development (MART), Vice President, National Association of Event Tourism Specialists (NAST), Head, WEXECON Production Center
- **Michael Dralov**, Product Director, MTS
- **Alexei Kuznetsov**, Product Director, MTS
- **Irina Pavlova**, Executive Director, Chernomyrdin Museum

14:00–15:30

Moscow, VDNH, Pavilion 19
The Atom Museum Hall

Evolution of Tour Operators: Transition to Sustainable Development

In an era of dynamic changes, travel companies are also rapidly transforming and altering their approaches to interacting with clients and market players. How is the travel business evolving and which business model will prove to be the most advantageous? Digital transformation: how does the rapid development of technology impact various players on the travel market? Evolution of travel products: how are customer preferences changing? How will the market develop in the long term until the year 2030? In which direction is the market evolving: complex travel products, dynamic packaging, or the provision of individual services?

Moderator:

- **Ilya Umansky**, President, Russian Union of Travel Industry; General Director, National tour operator "Alean"

Panellists:

- **Oksana Bulah**, Commercial Director, Alean Tour Operator
- **Darya Kochetkova**, General Director, Ostrovok
- **Nikita Lobanov**, Executive Director, "Big Altai" Tour operator
- **Inna Mukhina**, General Director, Vostok Intour
- **Aleksandr Odabashian**, Head of Department, Marketing and Sales, Adventure Tour Operator «PanarcticStar»
- **Valentina Perepelitsyna**, Deputy Director of the Department for Implementation of Projects in the Sphere of Tourism Activities, Ministry of Economic Development of the Russian Federation
- **Vladimir Rubtsov**, General Director, FUN&SUN Touroperator
- **Yana Uhanova**, Deputy General Manager for the development of the hotel sector, Mantera Group

16:00–17:30

Moscow, VDNH, Pavilion 55
Plenary Hall

Award Ceremony for Participants of the Let's Travel! International Tourism Forum