

MOSCOW CITY  
TOURISM  
COMMITTEE

DISCOVER  
MOSCOW

# DIGITAL INNOVATION IN TOURISM AS THE BASIS FOR THE INDUSTRY'S RECOVERY

*Moscow experience*





# Our tourism industry needs all the support it can get

From small and medium-sized enterprises to the largest players in the industry, hotel chains and transport infrastructure systems

The city of Moscow not only supports its tourism businesses but the city's entire economy

**€1 billion**

The total volume of financial aid allotted by the Government of Moscow

# The key to the industry-wide growth of tourism and adjacent industries

Ensure the development of the industry and the integration of new technologies and products

**Moscow launched large-scale projects to support the industry**



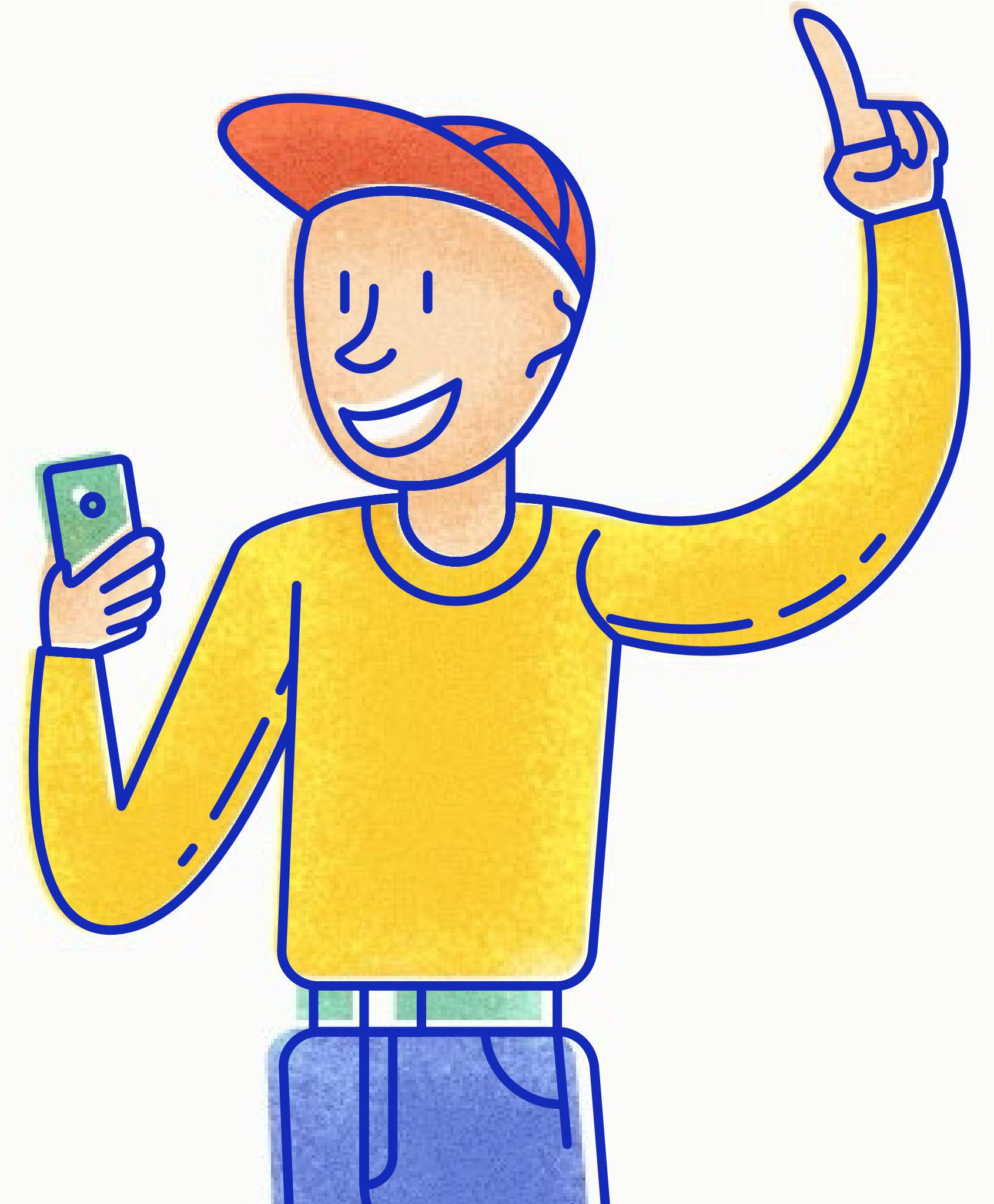
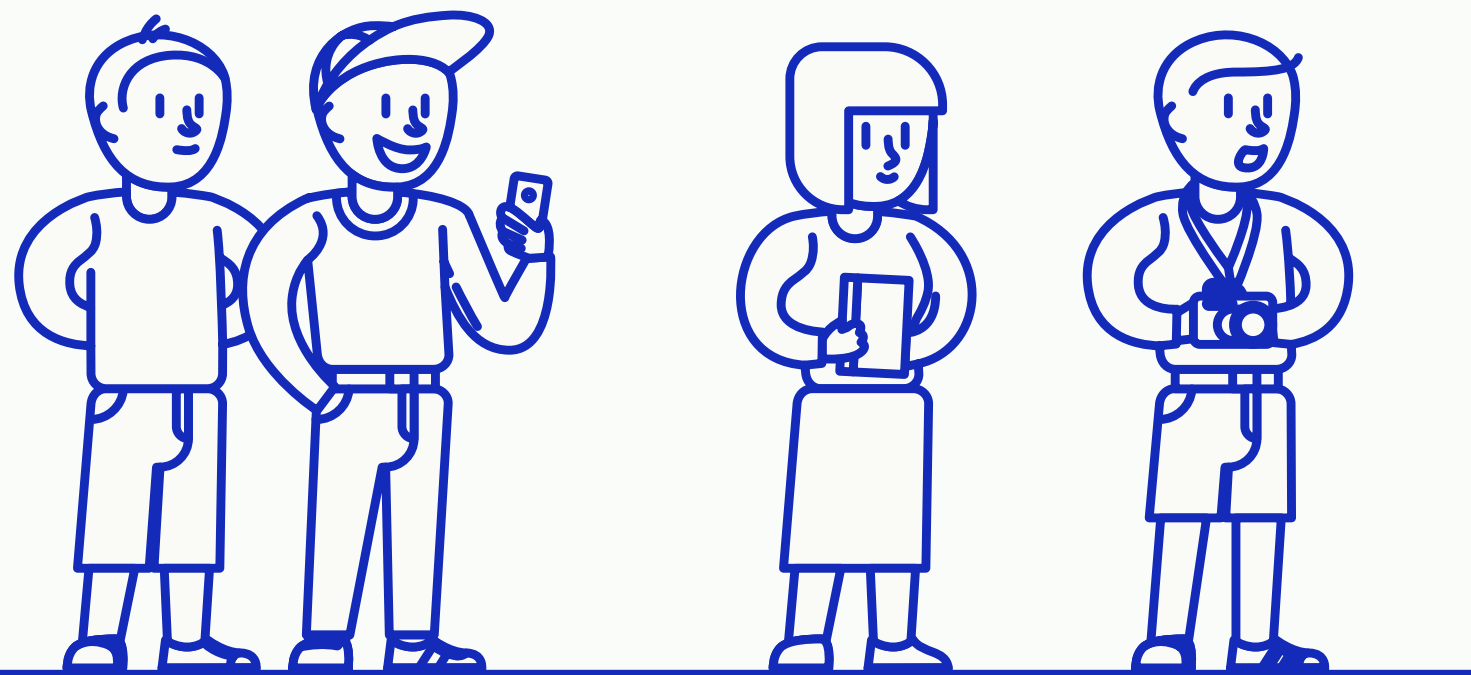
## **Long-term anti-crisis educational programmes and business events**

All activities are conducted online and, depending on their format, garner audiences of **100** to **30,000** industry professionals



## **The launch of new digital services and communication platforms**

Assist the industry in the promotion and sale of its tourist products and facilitate effective networking







# innovative digital tourists service

An effective tool to speed up the recovery of the tourism industry by stimulating demand for tourist services in the new environment

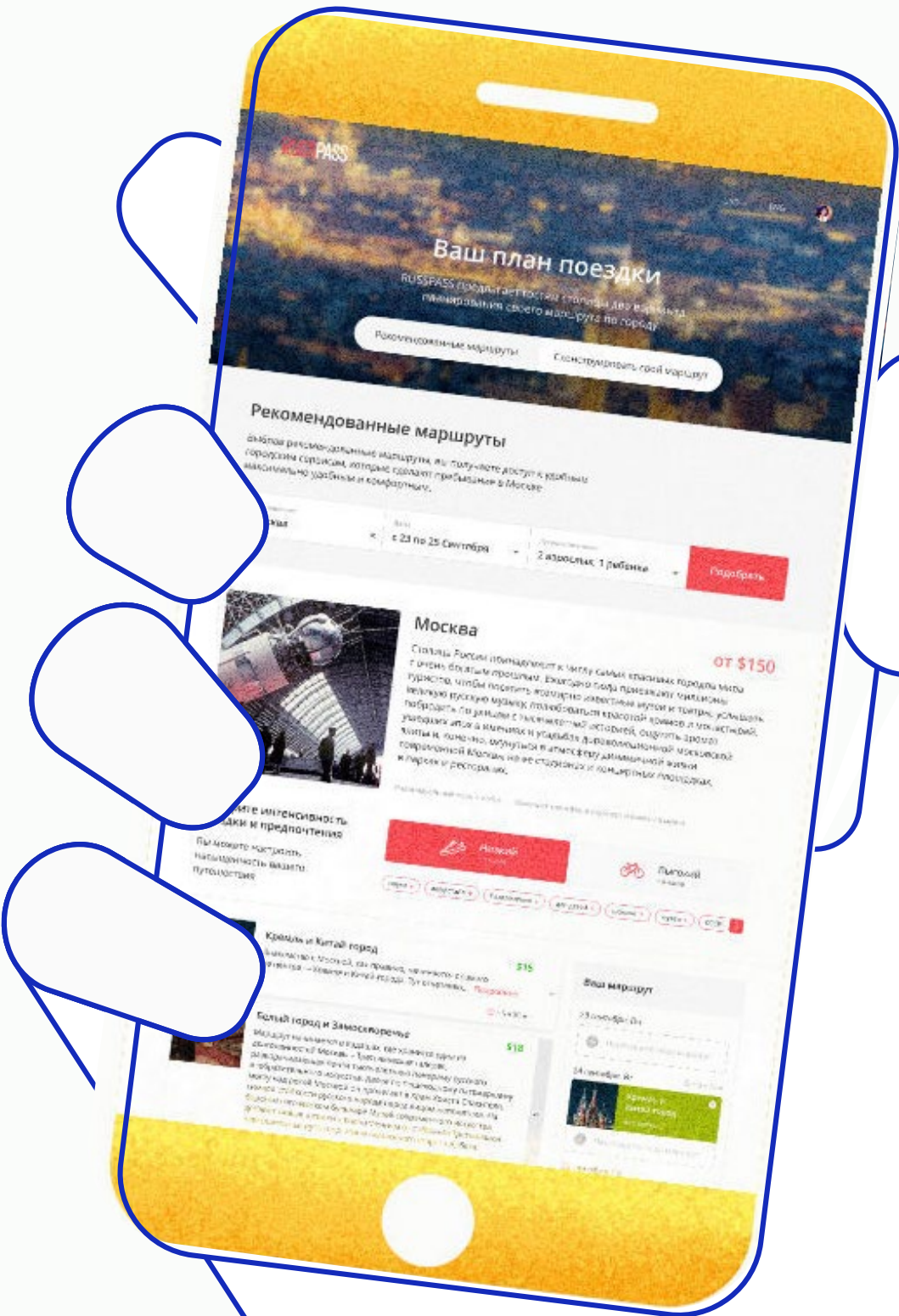


### End-to-end B2C & B2B

This is more than just the usual showcase of hospitality offerings across Moscow and Russia designed to streamline the marketing of tourist products, itineraries, tours and hospitality facilities.



It is a new, powerful marketing outlet for industry players to pitch their tour products not only to potential travellers in Moscow or Russia's provinces but internationally.



**With RUSSPASS, it takes only a few mouse-clicks to organise a full tour**

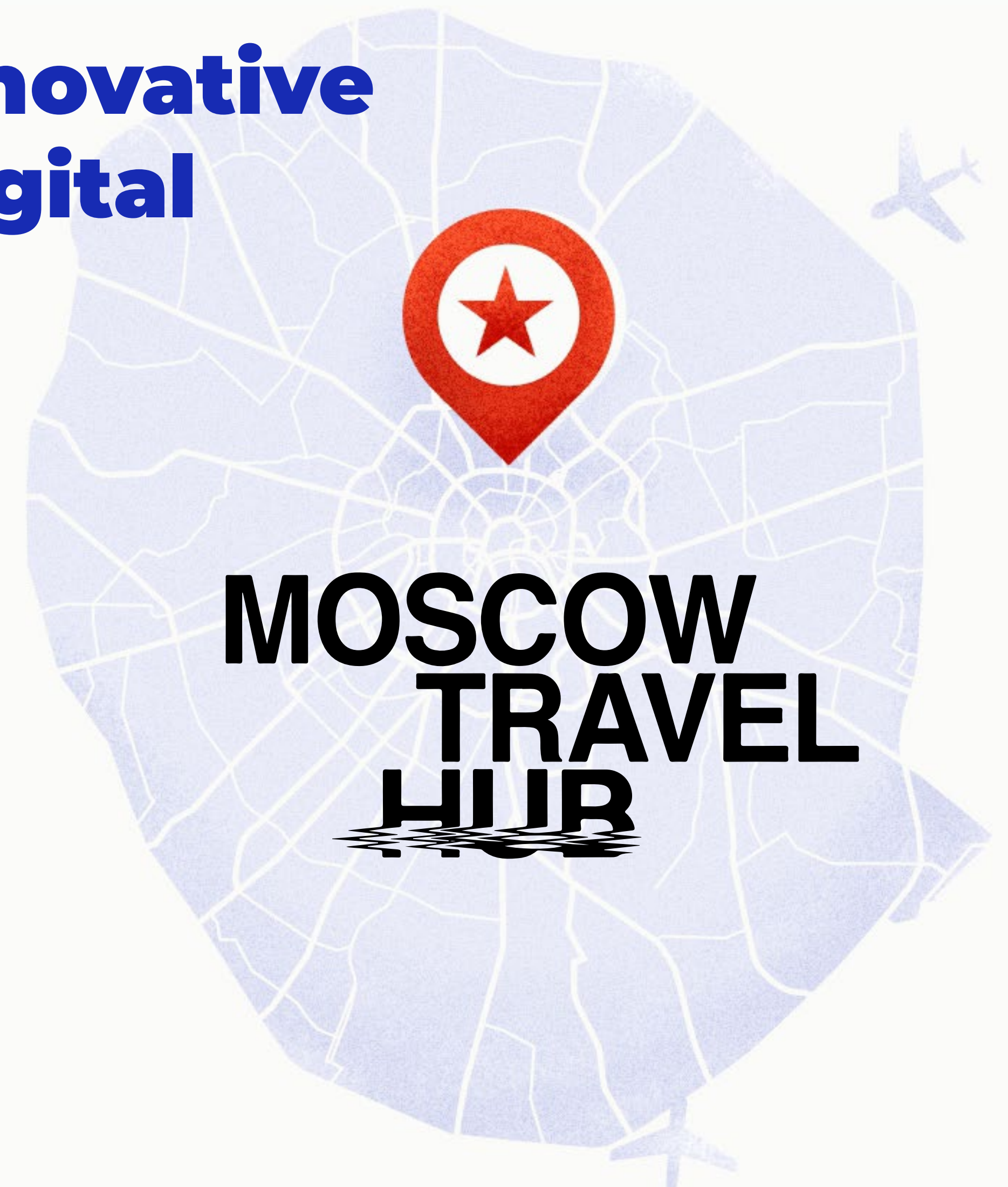




# Development of new products and solutions, the creation of innovative new business models and the digital transformation of tourism

An acceleration programme aimed at the development and launch of new products, services and IT solutions for tourism and hospitality

- ✓ **An effective communication** platform for building partnerships within the tourism sector and related industries
- ✓ **Support and development Travel Tech.**  
Develop and integrate new technologies and products in the tourism industry that will help you enter international markets







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