MOSCOW TRAVEL HUB
What is the Hub?

Moscow Travel Hub is a platform, which engages representatives of the Moscow tourism and hospitality industry who are interested in creating and developing new products and services.

The main aim of the Hub is to provide conditions for the creation of new products and services, developing a collaboration and implementation of new technologies in the tourism industry.

- **Moscow Travel Hack** - a hackathon of the digitalization in the tourism industry

- **Moscow Travel Factory** - an acceleration program for the development of digital products and services in tourism industry

- **Speed-datings** of the tourism industry participants to create new partnerships
What is Accelerator?

Accelerator is a support institute for startups and new projects that includes a training programme and an intensive course about company growth course through mentorship/tracking, financial and expert support.

- Projects for Accelerator are chosen on a competitive basis,
- Total duration of the programme is 5 months,
- The programme will be monitored by mentors/trackers,
- The final goal is to turn your project into a scalable business with the possibility of garnering investment.
Background:

Two workshops that were organised on 21 February (for tour guides) and 20 March (for the industry as a whole) demonstrated that representatives of the tourism industry:

1. **Respond** to our new product initiatives
2. **Are curious** about how we will work in the future, generating ideas during workshops,
3. **Are interested** in continuing to work (not just in the workshop's educational setting but also on their own projects)
MARKET PROBLEMS AND OUR INTERNAL FORECASTS

Not enough tourism solutions to satisfy the changing demand from the crisis
Personal income has been reduced, which means that people travel less in general, and even if they do, they are more careful with the package they select
Creative marketing solutions and new tools are not used enough

SOLUTIONS:

The ability to create new products, provide tracking/mentoring support for teams, test forecasts, and prepare for sales/a stable flow of customers,
Cultivating demand, developing domestic tourism according to the changed demands of people
Developing employees' expertise through open educational formats for representatives of the entire industry
Objective & Tasks
of the Committee / Project Office:

1. Provide for participants an efficient, non-financial measure of anti-crisis support that combines educational tasks and launches new products in the interests of the industry.

2. Result in tangible products and services (that coincide with the Committee’s interests).

3. Quickly adapt the industry to the current crisis provoked by COVID-19 and other negative macroeconomic factors.
**TA — for whom will the Product Factory work?**

- Tour operators and tour agencies
- Excursion companies
- Travel startups
- Places of Interest
- Other players in the tourism and hospitality market

After the third stage, winning Marketing agency teams (based on their portfolio and motivation letters) will join.

**GOALS OF TEAMS:**

- Generate an idea and tighten it up into a product
- Study and identify your Target Audience
- Launch MVP and cusdev
- Communicate with trackers and pivot the project as needed
- Participate in the training programme to gain skills and boost expertise
- Present your product on DemoDay

At stage 3—B2C projects work together with marketing agencies on creative ideas for marketing campaigns and how to implement them. B2B projects have an opportunity to pilot test their projects and sign letters of intent.
Moscow Travel Hub Accelerator

Stages — How Did It Work?

- Gather applications from potential participants (tour operators, tour agencies, travel startups)
- Make a list of participating teams
- Open training programme in product development and team tracking (support and consulting provided at all stages of product development), hypotheses testing/cusdev
- Two categories of participants: ‘auditor’—individual, and ‘startup’—project team
- Intermediate demo sessions to demonstrate teams’ progress and collect expert feedback
- Determining finalists (B2C and B2B projects)
- Involving marketing agencies in B2C projects
- A series of ‘speed-dating’ events for B2B projects to find potential partners for pilot testing

Stage 1
June

Stage 2
July–August

Stage 3
September–November*

* (Actual pilot testing might take longer and depends on the project)