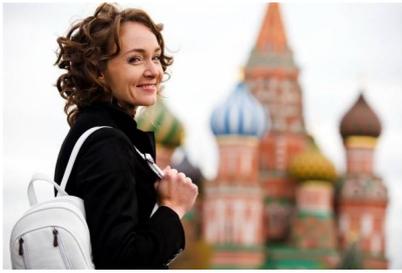


# MOSCOW INVITES THE WORLD



The Moscow City Government will be hosting another series of promotional events in a number of key European airports between 22nd August and 14th September. Visitors to Heathrow, Paris-Charles de Gaulle, Frankfurt, and Rome's Leonardo da Vinci-Fiumicino airports will be able to experience a virtual tour of Moscow, the capital of the Russian Federation.

## **There will be eye-catching posters featuring**

Moscow's most iconic tourist locations. There will also be an interactive portable photo-studios. These will be staffed by representatives dressed in Russian national costume who will enthuse the public with details of Moscow's rich history and its main landmarks and sightseeing opportunities.

Visitors to the studios will be able to have their photograph taken by a professional photographer against the Moscow backdrop image of their choice. This promotion will continue via the internet. Visitors of the website will be able to select their favourite landmark pictures, send their photo, and download their 'I am in Moscow' photo within 48 hours. Pictures will be able to be shared with friends directly from this website via social networks.

This event is aimed at promoting Moscow as one of the world's most fascinating, fast-developing, open, and welcoming cities - a metropolis that succeeds in being ultra-modern while maintaining a culture based on centuries-old traditions. Event organisers aim to persuade visitors that Moscow has to be included in their 'must-see' list.

## **As a part of its advertising campaign the Moscow City**

The government will be hosting a series of presentations in some of Europe's largest cities. These will be aimed at a professional tourist audience. It is intended to provide tourist professionals with an overview of the Russian capital's many attractions. The presentations will be both educational and practical, providing tourist professionals with valuable insights and relevant information about Moscow. The agenda will include:

Presentations by representatives from the largest Russian tour operators and one by the Moscow City Government. There will be case studies and open forum discussions. There will be a buffet and drinks.

### **Presentation dates:**

Rome - 20th September

London - 23rd September

Paris - 25th September

Berlin - 30th September

Frankfurt-am-Main - 26th September

Vienna - 30th September

Milan - 02nd October

Madrid - 04th October

We cordially invite interested parties to join us at our presentations: representatives from tour operators and tour agencies as well as media representatives.

Participation at these presentations is FREE of charge.

For more information and registration, please contact:

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Date: 2013-09-20

Article link: <https://www.tourism-review.com/moscow-invites-the-world-roadshow-news3851>