

Presentation of specifics in ITALY



RUSSIKIE

P R O S T R I



Trend on the market in general

The Leading DMC in Russia
Established in 1996



Russian Meetings, Events,
Destination Management

Italians love Russia



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Italian Clients will contact several DMCS. Hotels - directly.



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Ask to renegotiate prices



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Pay in Euros



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24h assistance



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Professional guides

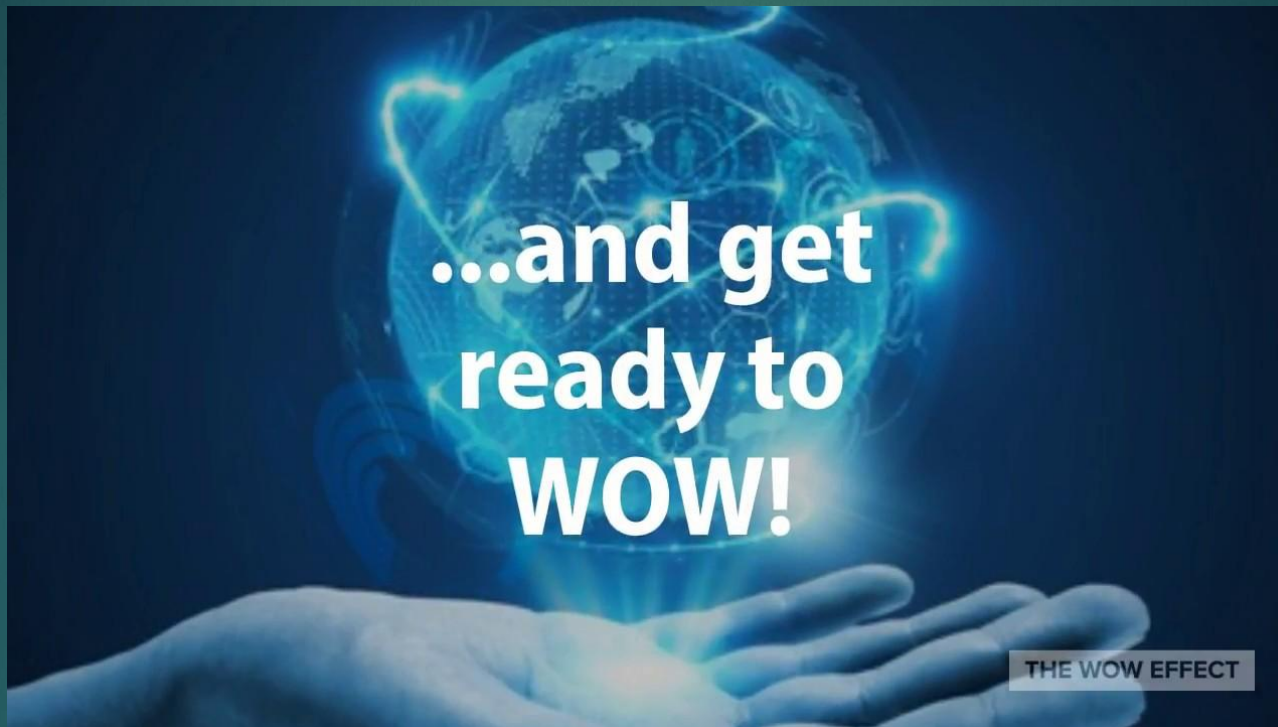


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WOW effect is requested



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Modern fashion places and entertainments



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Creative and “out of box” decisions



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Central location of hotel, restaurants etc.



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Mix of elegant and modern exploring of city



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Habits of travelers

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Set menu



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Plenty of bread



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Sauces at a side



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Caviar tastings & vodka tasting



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No garlic or onions



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Coffee espresso, dessert should
be served before tea/coffee



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Water in glass bottles and linen napkins should be served



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Good quality of wine

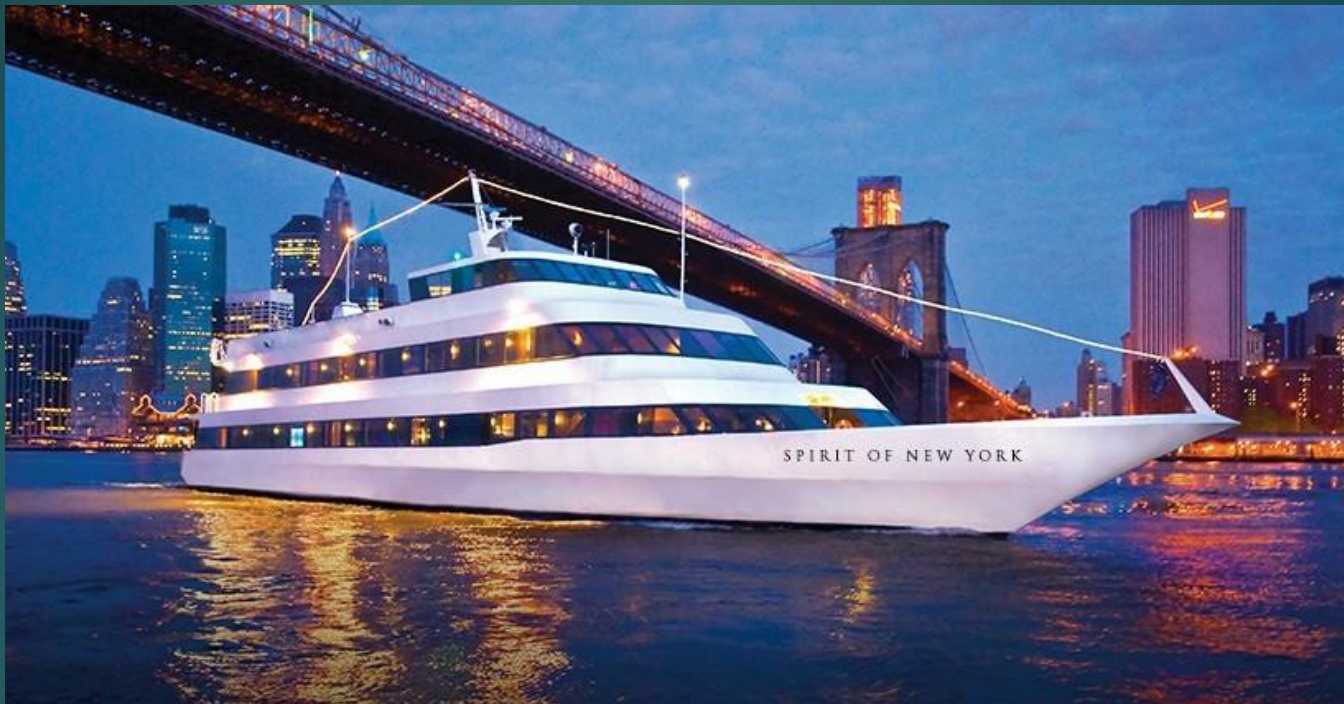


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Love dinner cruises



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List of local bars/clubs after dinner



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Russian food is preferred



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Interests of travelers

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Local habits and lifestyle of Russian people



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Political and Economic situation in Russia



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Historical orientation of tour



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Great interest in meeting local professionals , speakers



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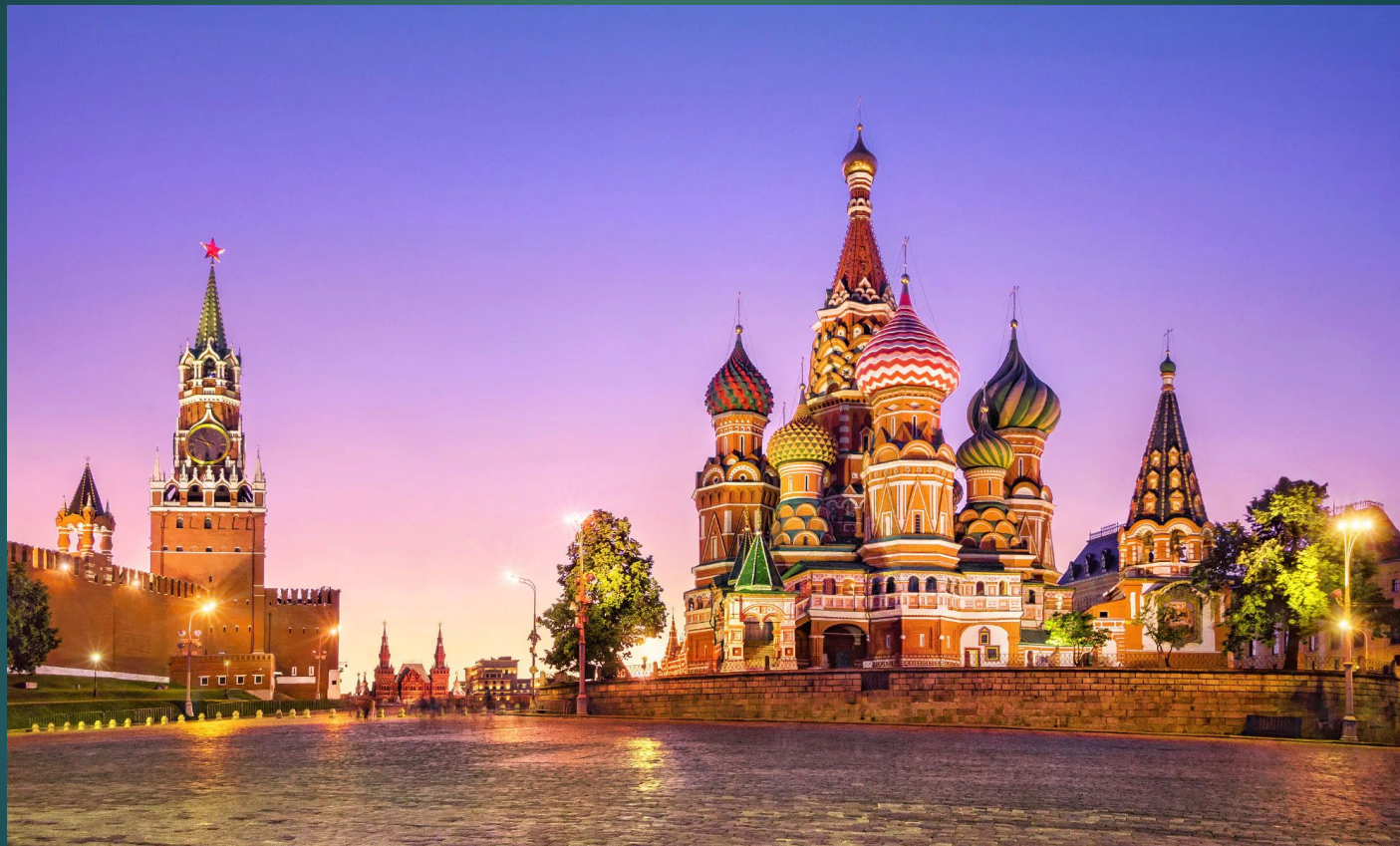
Preferences of travelers

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Cultural activities



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Ballet and music, museums



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NOT touristic places/ restaurants



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Elegant and classic style of hotels



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The way of working with requests

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Fast reply and full quality proposal with many photos



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Follow up every week



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PDF, Word and Excel format are needed



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Projects should be partly different for each Agency



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Possible entertainment opportunities



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E-mailings, Sales and fairs

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Italians are interested in Russian
news and opening of new places
or ideas

NEWS

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Morgana is the best



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Inform about services for business travel



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Inform about services for leisure groups and vip



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Promote winter programmes and local special events in advance



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Sales visits should be planned in advance



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New format of sales visits



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USP for the market and recommendations

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Indicate what is the difference between RP and other DMCS



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High level reputation of our events



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New locations, ideas, speakers



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3 OFFICES IN RUSSIA



Tverskaya Ulitsa 22A, Office 44,
125009, Moscow, Russia
Phone: +7 495 983 03 34
Fax: +7 495 650 79 22
moscow@russkie-prostori.com



Nab. Reki Moika 82, office 22,
190000, St. Petersburg, Russia
Phone: +7 812 703 44 00
Fax: +7 812 703 56 52
office@russkie-prostori.com



Chernomorskaya ul 15, office 3
354002, Sochi, Russia
Phone: +7 938 878 06 80
sochi@russkie-prostori.com

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