

# 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,  
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# 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

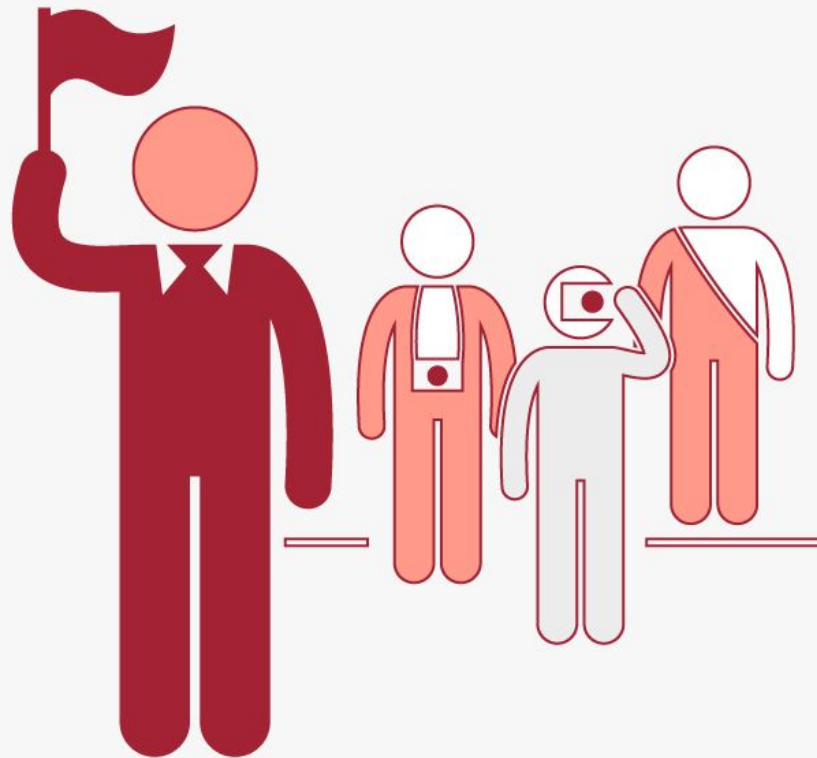


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# Professional guides



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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

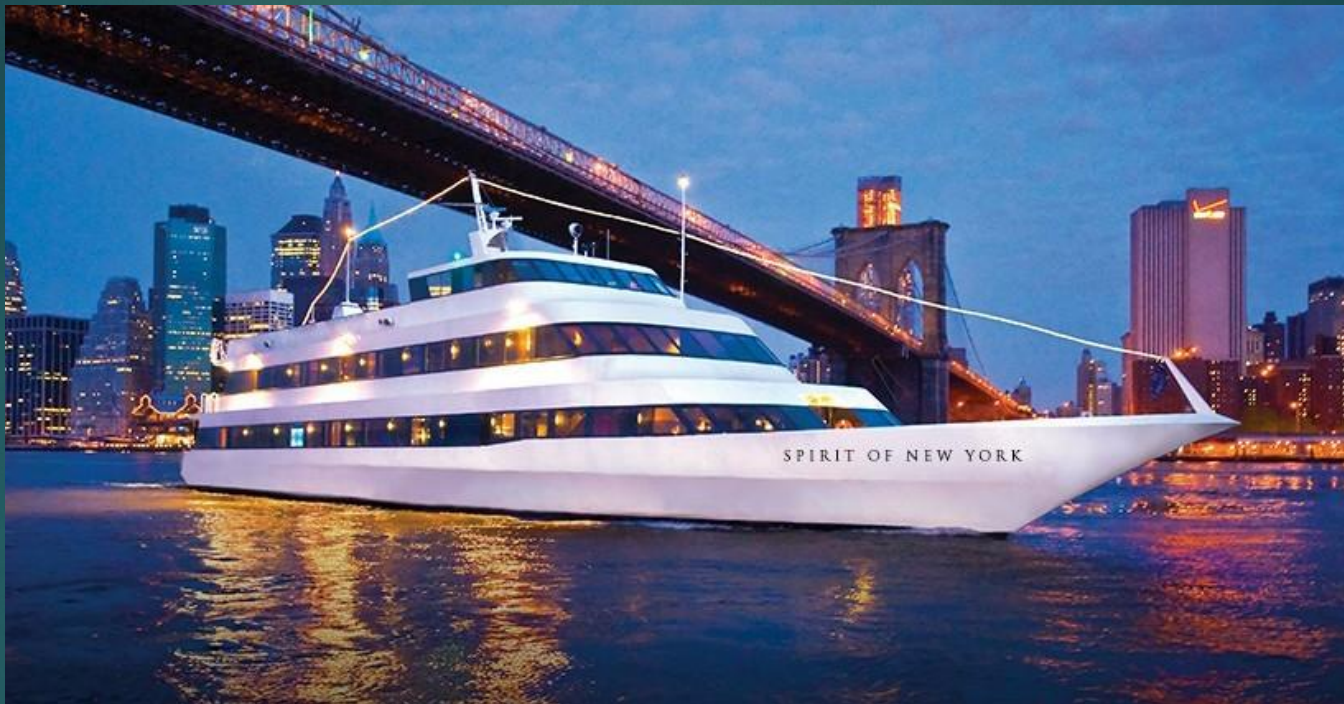


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# Love dinner cruises



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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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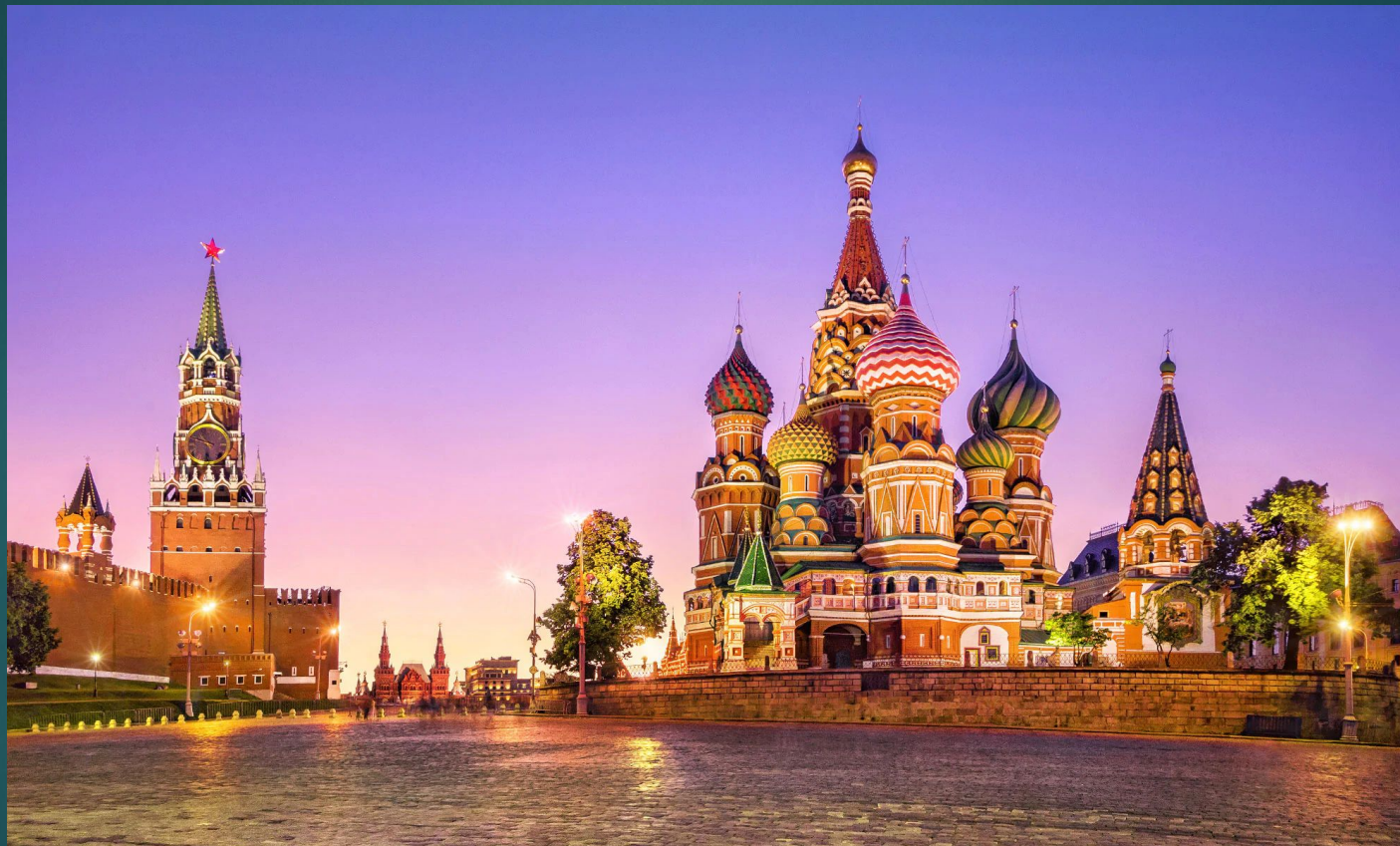
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# Cultural activities



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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



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