



MOSCOW CITY
TOURISM
COMMITTEE

CITY AS A TOURIST DESTINATION

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MOSCOW



1,5 billion

international
trips were made
in 2019

50%

FIT travels

45%

of them
occur
in cities

is a modern city successfully
holds its own against other
leading metropolises in many
areas, including tourism



Tourist flow to Moscow

25,1 mln

tourists in 2019

**Twofold
growth**

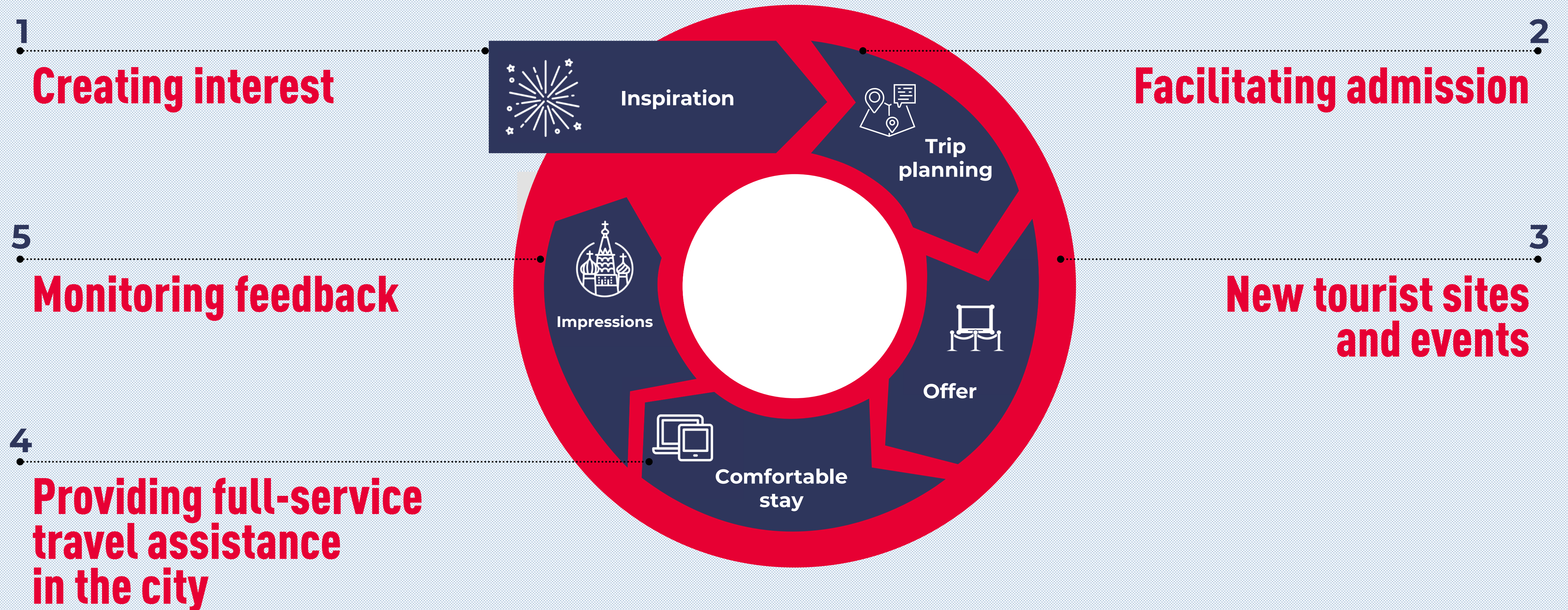
of the tourist flow
since 2010

147 bln

rubles – tourism's
contribution to the
Moscow budget in 2019



We provide travel assistance services throughout the trip



The city for Muscovites and for the tourists

Security

Top 10 cities leading in security solutions

According to Frost & Sullivan

Wi-Fi

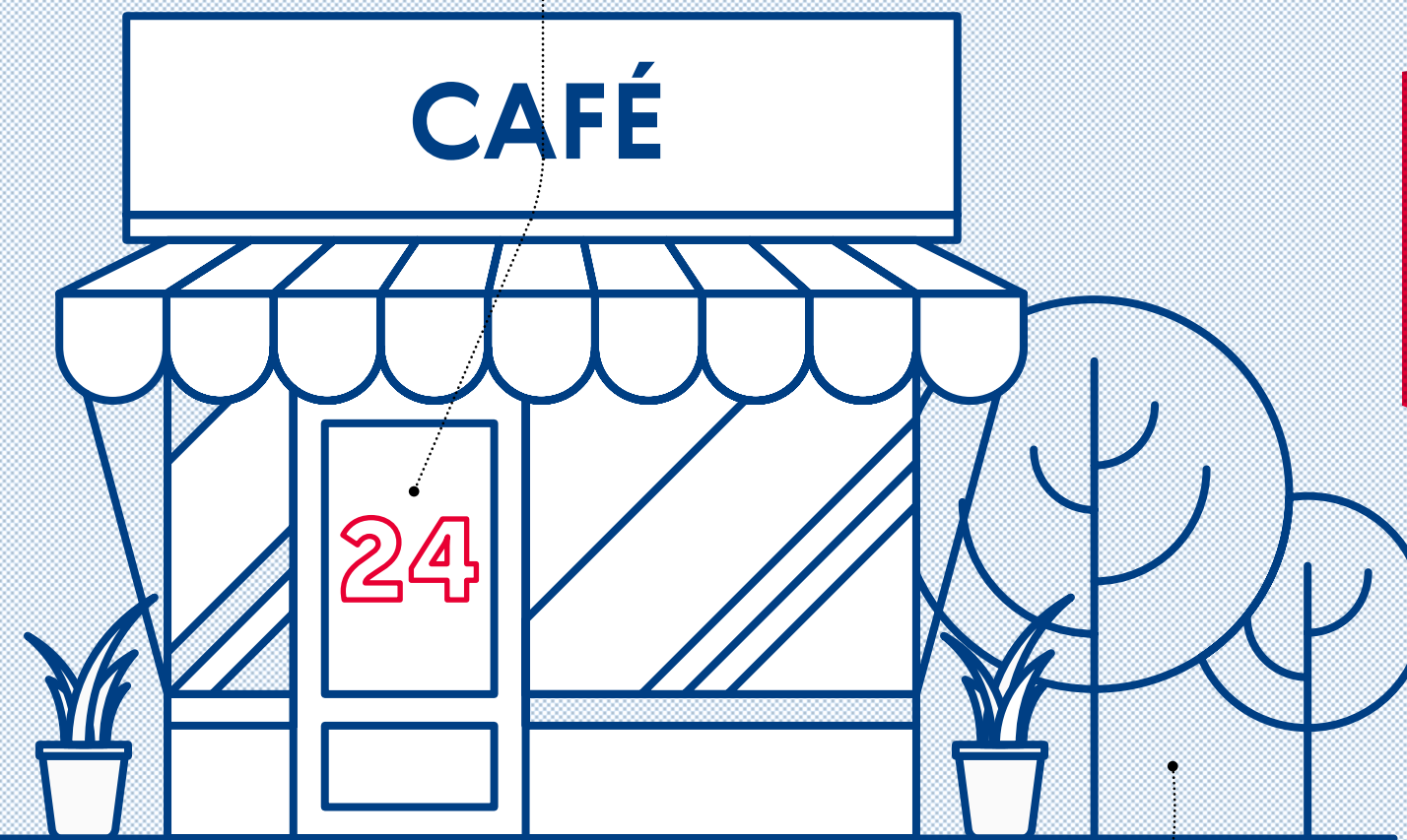
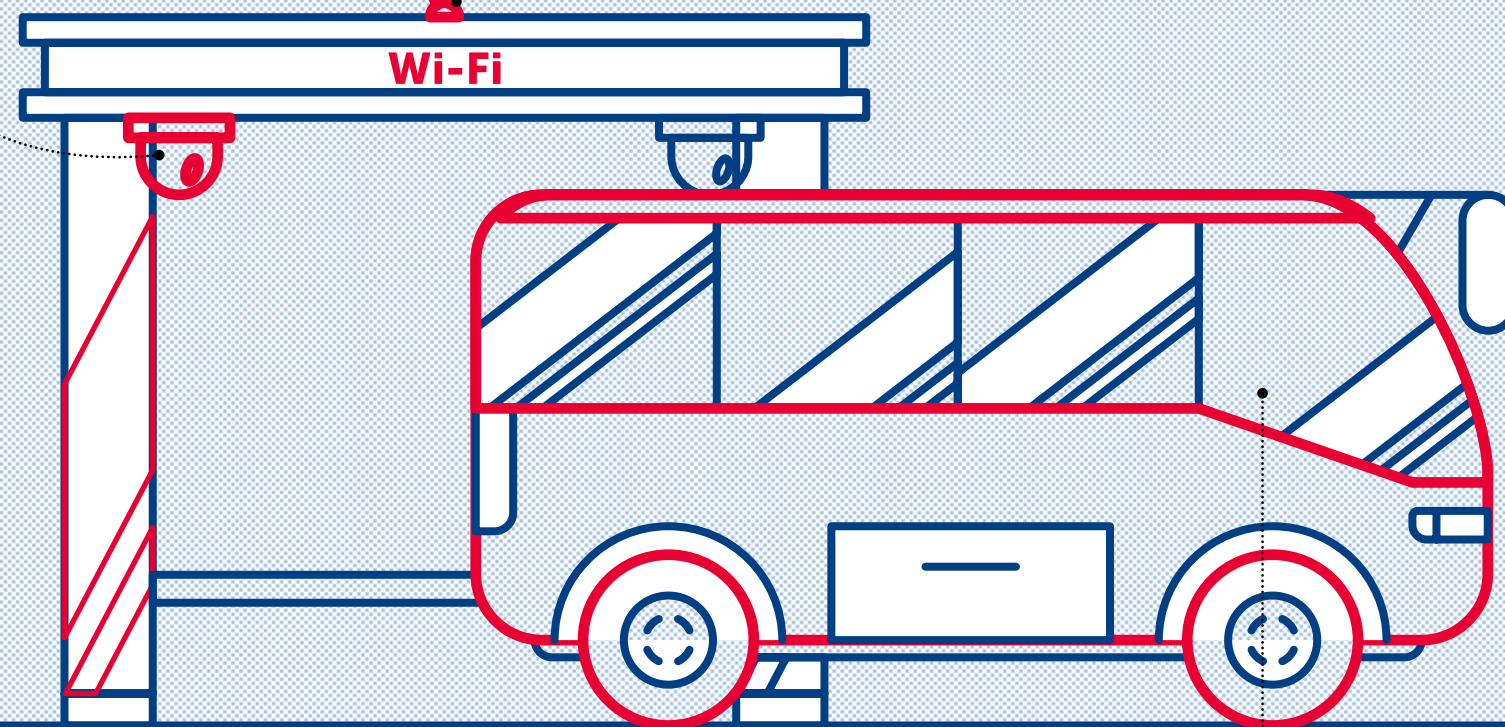
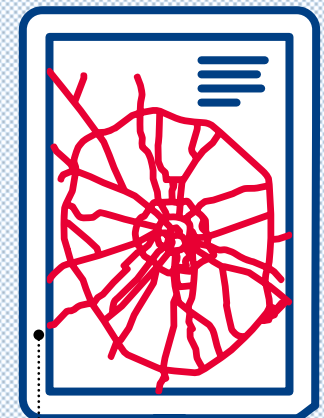
free Wi-Fi within the Garden Ring, on public transit and at stops

A city for residents and tourists

1 tourist for every 200 citizens

Walking accessibility of goods and services

24/7 stores, restaurants, pharmacies, beauty salons



Wayfinding

wayfinding in English around the main tourist destinations

Comfortable Transport

and all related infrastructure

Modern public spaces



RUSSPASS

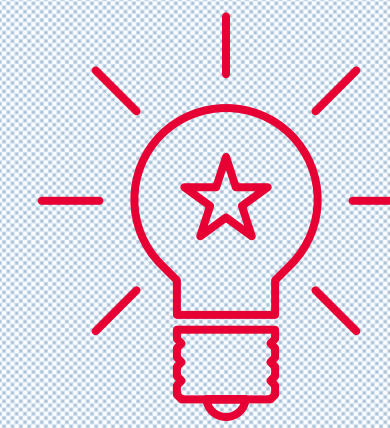
Digital
tourism platform

Personal navigator
for the trip

Ready travel package
or individual route

Marketplace
with activities
and attractions

Mobile app and
website —
ubiquitous availability

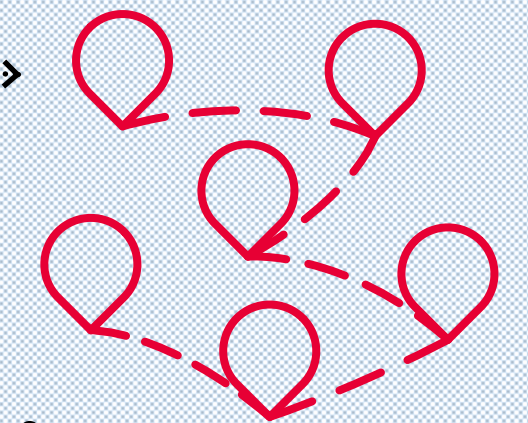


1. Making a decision
to take a trip to Moscow

2. Choosing
an existing route
or creating
a make-your-own-
route at the
marketplace

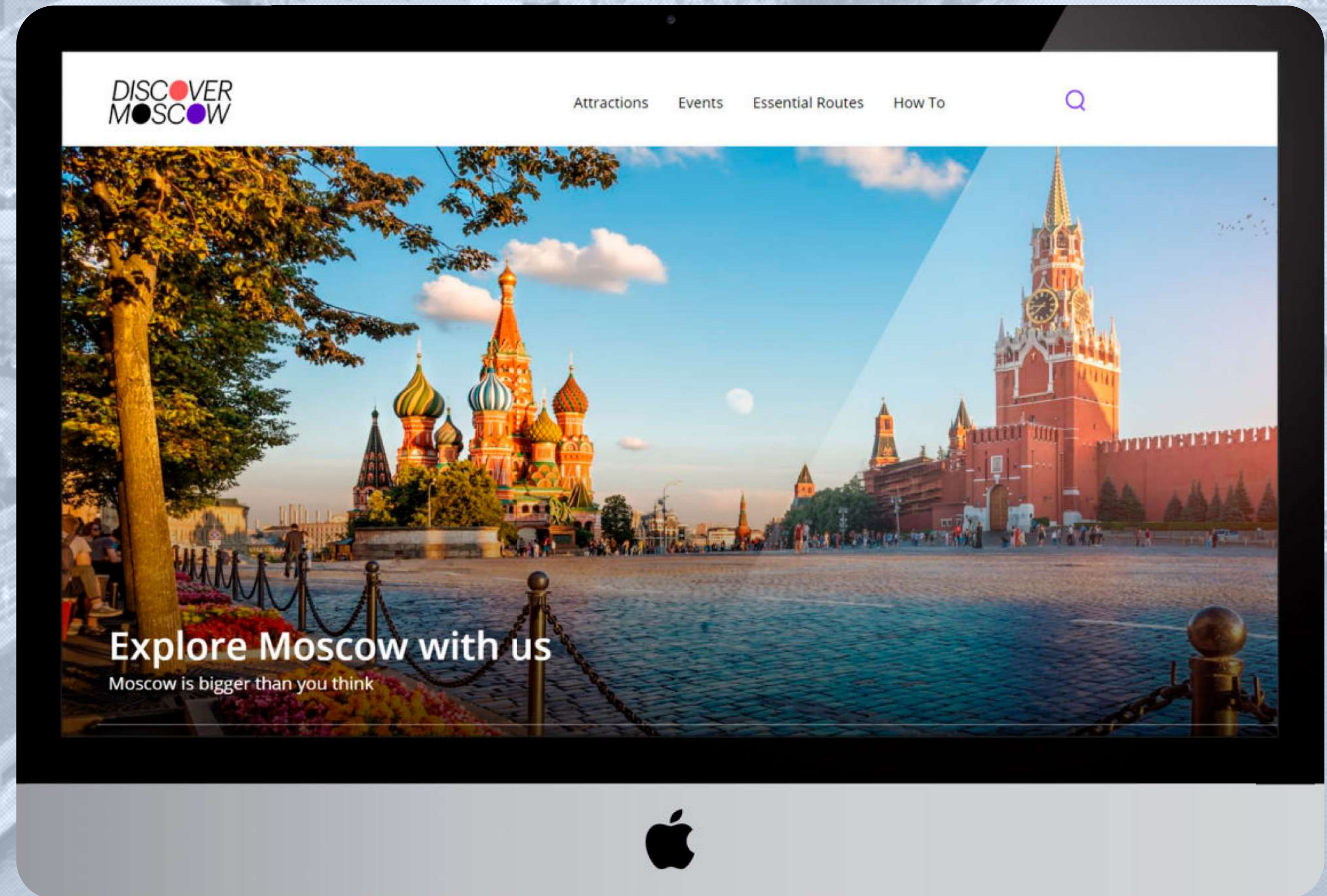
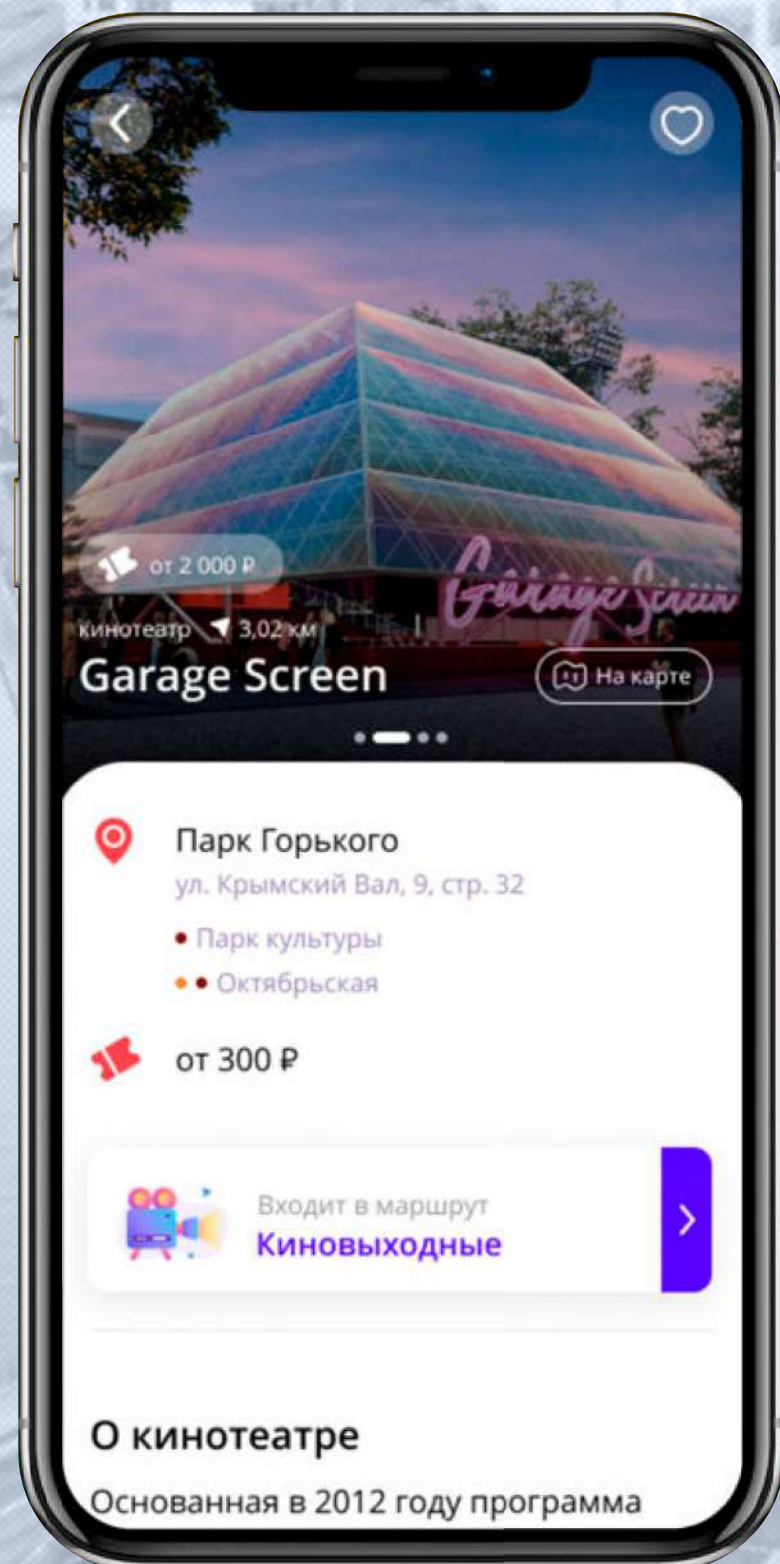


3. All routes
and tickets are saved
in the application



Discover. MOSCOW

an app and website
made to inspire a new trip



Moscow Travel Hack

The first hackathon for tourism
digitalisation in Russia

1 241

applications received

2 700 000+

media coverage

1 500 000+

+ ad views in social media

66

ready-to-use solutions

485

teams

54 000

website visitors

2 630

participants

630

individual applications

10

tracks



Future of tourism

M

- Sustainable
- Decentralized
- Fun for locals and tourists alike
- Digital
- Integral to city development