



LUDMILA TSOY  
FOUNDER

MAET | MOSCOW ASSOCIATION  
OF EVENT TOURISM

EVENT TOURISM USED TO BE  
TREATED LIGHTLY





EVENTS ARE EMOTIONS AND IMPRESSIONS.

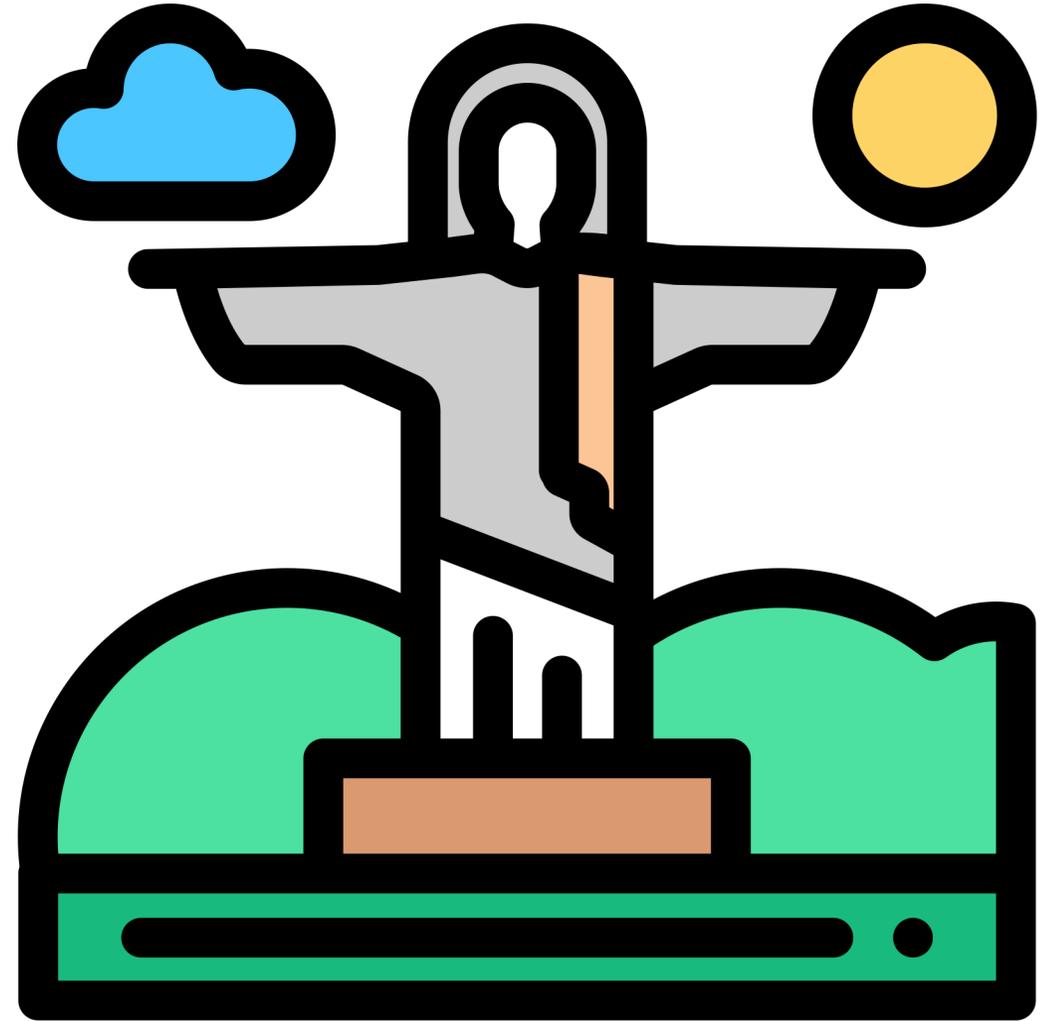
EVERYTHING THAT CAUSES THE MOST  
VIVID EMOTIONS MAKES LIFETIME  
MEMORIES AND BECOMES VALUABLE.

THE AIM OF EVENT TOURISM IS TO MAKE  
MEMORIES AND TO MAKE TOURISTS  
COME BACK.



# CARNIVAL IN RIO DE JANEIRO 2018

- 6 MILLION OF PEOPLE
- 1.5 MILLION OF TOURISTS
- \$ 1 BILLION OF INCOME
- SAMBÓDROMO 700 M



FIFA 2014 YEAR.

BRAZIL.

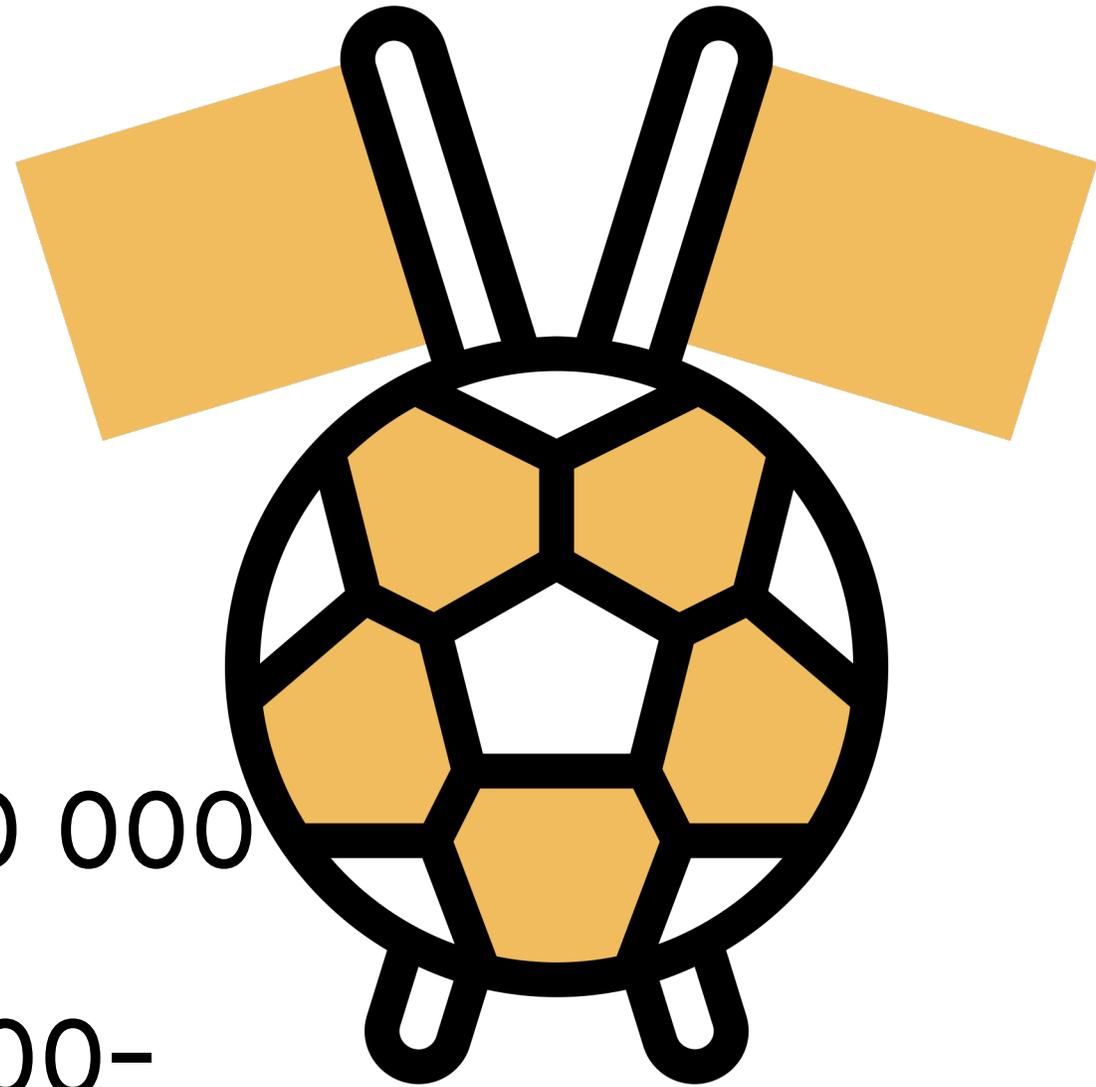
- 1 015 035 OF FOREIGN  
TOURISTS

- \$ 3 BILLION OF INCOME

RUSSIA, 2018.

- 633,000? 860,000? 2 600 000  
OF FOREIGN TOURISTS?

- 121 BILLION RUB.? 133? 200-  
350?



# SAKURA BLOSSOM

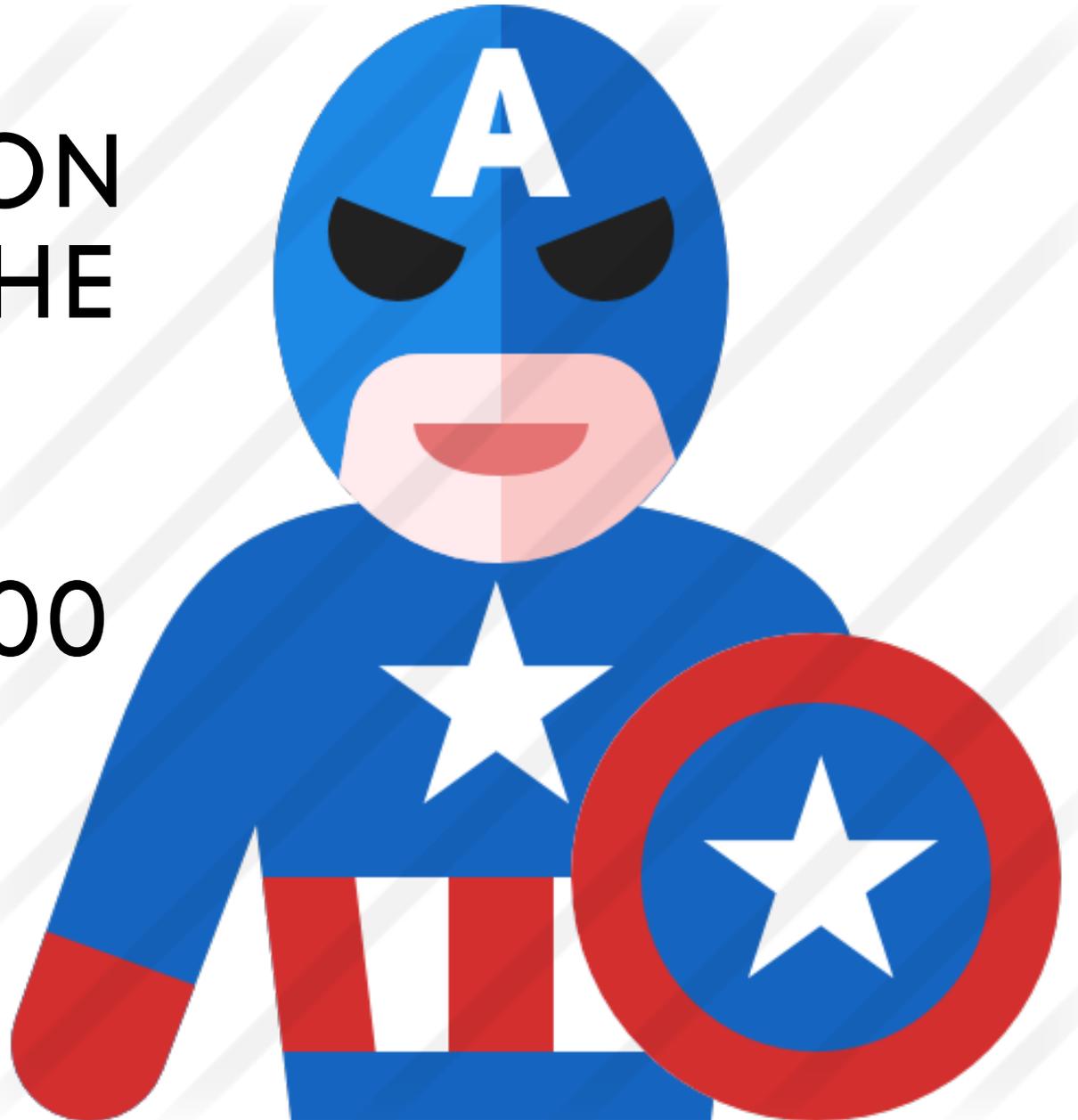
2018, JANUARY-JULY 18.7  
MILLIONS OF TOURISTS

PLAN BY 2020:

- 40 MILLIONS OF TOURISTS
- 8 TRILLION YEN (DIVIDE BY 1.73 AND YOU WILL GET RUBLES)



**SAN DIEGO COMICON**  
- 3RD LARGEST IN THE  
WORLD  
- ANNUAL  
- MORE THAN 150,000  
PARTICIPANTS  
- 700 SIDE EVENTS



# 2018 ICCA Statistics



## Top 10 Country & City rankings



**Nr 1 country** for international association meetings is **U.S.A.**

Rank	Country/Territory	Number of Meetings
1	U.S.A	947
2	Germany	642
3	Spain	595
4	France	579
5	United Kingdom	574
6	Italy	522
7	Japan	492
8	China-P.R.	449
9	Netherlands	355
10	Canada	315



**Nr 1 city** for international association meetings is **Paris**

Rank	City	Number of Meetings
1	Paris	212
2	Vienna	172
3	Madrid	165
4	Barcelona	163
5	Berlin	162
6	Lisbon	152
7	London	150
8	Singapore	145
9	Prague	136
10	Bangkok	135

As included in the ICCA Association Database in April 2019. This data only includes association meetings taking place regularly (e.g. annually, biannually, etc.), rotating between at least 3 different countries and with  $\geq 50$  participants.

# WHAT ABOUT MOSCOW?

- ABOUT 2300 EVENTS  
A YEAR
- 78 VENUES



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# RESEARCH DATA



**5 MONTHS:**  
FEBRUARY-JUNE



**15 MOSCOW**  
**5\* HOTELS**



**90 000**  
**SURVEYED**  
**TOURISTS**



**25**  
**COUNTRIES**

Brazil, Great Britain, France, Spain, Italy, Netherlands, Israel, Latvia, USA, Germany, Switzerland, Ukraine, Russia, Slovenia, Argentina, Greece, United Arab Emirates, Austria, Scotland, Australia, Belarus, China, Iraq, Iran, India

# POSITIVE REVIEWS

## INFRASTRUCTURE, CITY DECORATION

- T guests admire the New Year's city decoration, illumination, comfortable pedestrian areas
- T many services and shops that work 24/7
- T the city is well-groomed and pleasant for walking
- T there are many inexpensive and high-quality restaurants and bars in the city
- T there are a lot of bike rentals, skateboards, etc.

## TRANSPORTATION

- T station names duplicated in English at railway stations and in the subway
- T clean subway
- T free Wi-Fi in transport
- T metro and airport information desks
- T many taxis accept credit cards



# POSITIVE REVIEWS

## ENTERTAINMENT, CULTURAL PROGRAM

- T Media center in the Zaryadye park, an VR-attraction Flight over Moscow and a gastro center
- T Skating rinks on Red Square, VDNH and Gorky Park
- T Interesting events: Journey to Christmas and Shrovetide

## SECURITY, LAW ENFORCEMENT

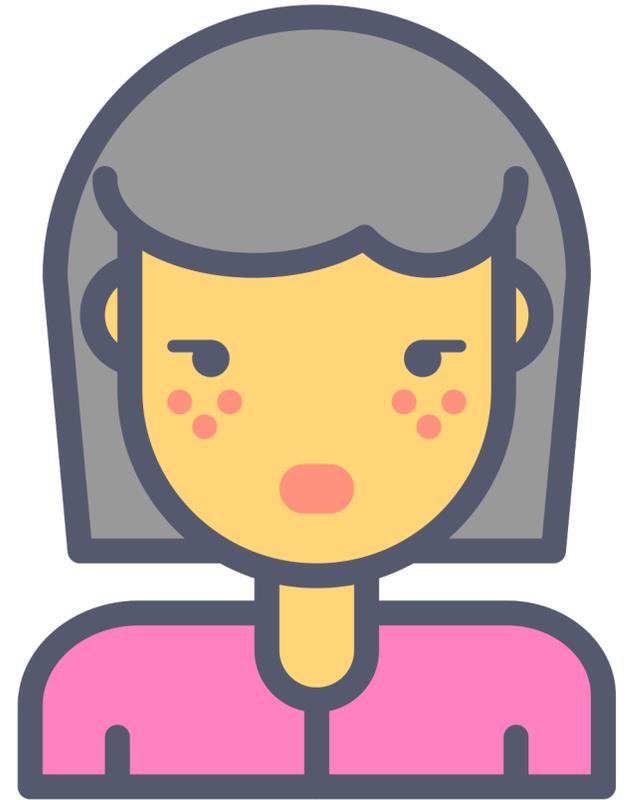
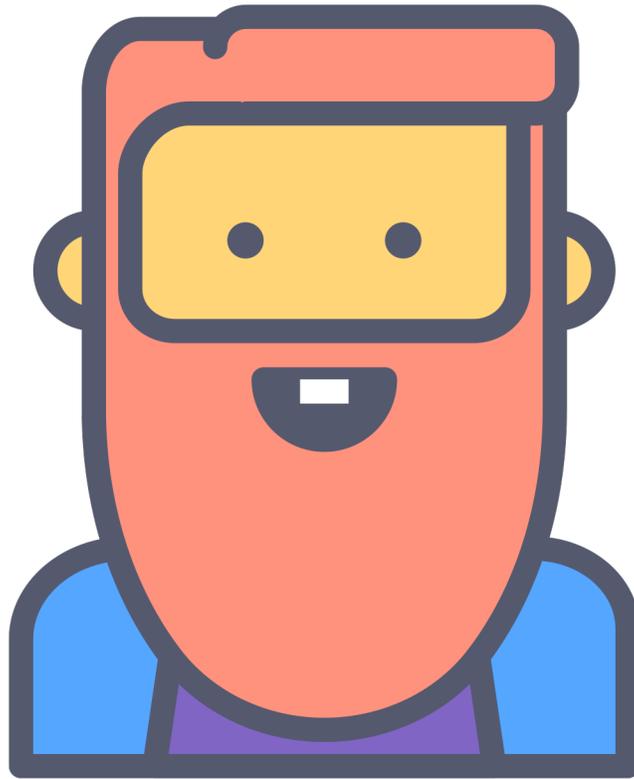
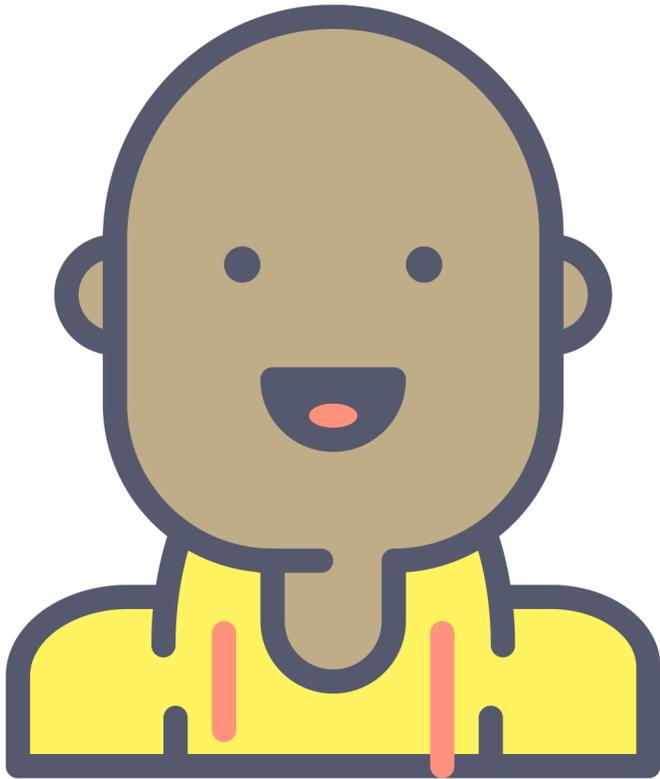
- T It's safe to walk around Moscow at night
- T Good city lighting



MAET



KEEP WORKING!  
AND BELIEVE IN A BETTER TOMORROW!



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