

Northwest Russia: Facts and Events

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Development of the Fair activities in St. Petersburg

On 19 July the St. Petersburg City Government accepted a resolution *On the Development of the Fair Activities in St Petersburg*.

The resolution aims to strengthen the significance of the exhibitions and fairs for the socio-economic development of the city of St. Petersburg, as well as to create a positive image of the city and to promote St. Petersburg's enterprises production on the regional and international markets.

Valentina Matvienko, Governor of St. Petersburg, emphasized that development of fair activities stimulates growth in the sphere of business tourism. "It is necessary for St. Petersburg to make the best use of the exhibition complex *LENEXPO*, noted the Governor. Valentina Matvienko made a suggestion to construct a new exhibition complex – with hotels, recreation areas, parkings, restaurants and bars.

"St.Petersburg has a large potential to develop as a center of exhibition and fair activities. It is necessary to set higher level goals" said the Governor. A new concept of the fair activities' development by the end of November 2005.

Photo: www.interpress.ru Source: <http://www.kvs.spb.ru>



New Ferry Route between Sweden, Lithuania and Russia

A new ferry route between Karlshamn, Klaipeda and Baltiisk was launched in the beginning of July 2005. Baltiisk is the most western port of Russia which is located not far from Kaliningrad. Operator of the ferry route is the Lithuanian company Lisco Patria Services. The Lisco Patria ferry rented by the Danish company DFDS A/S, can take 250 passengers and 95 trucks on board and will get to Baltiisk weekly.

Source: Tourinfo, 5-12 July 2005

Facts and figures:

- About 12% of all the exhibitions in Russia are held in St. Petersburg
- More than 13 mln RUR are to be spent on the development of fair activities in St. Petersburg during the next two years
- 25 of all congress facilities in St. Petersburg are situated in historical palaces and museums, while 21 are located in large hotels
- In 2004 exhibition activity brought 700 mln RUR in the city budget

Source: <http://www.rostur.ru>

St. Petersburg Water Tours' Prices. Summer 2005



Photo: www.interpress.ru

Source: Nordica travel company, www.nordica.spb.ru

Tour	Duration	Board ticket
Non-guided tour to Peterhof by hydrofoil boat	40 min, one way	255 RUB (70 SEK) one way ticket
Sightseeing tour by larger motor boat	1 hour	120-200 RUB (30-50 SEK)
Sightseeing tour by motor boat	1 hour	200-350 RUB (50-90 SEK)
Guided water tours to Peterhof, Kronshtadt, Oreshek fortress	4-5 hours	550-800 RUB (140-200 SEK)

EU experts work on the creating of a brand for promoting North-West region on the foreign tourist markets



The experts of the TACIS project “Tourism development in North-West Russia” work hard on developing a brand that

could be used for promoting North-West region as an attractive tourist destination on the foreign markets. The project was started in August 2004 and will last until December 2006. The main goal of the Project is to develop the image of North-West region as an attractive place for visitors from different countries. In particular, there are several marketing events planned that will help tourist companies and region’s Administrations to increase tourist flows to the North-West region, web-portal uniting all stake-holders of the region and useful for visitors and training program – both for trainers and for end-users. It will provide travel industry with qualified managers that will be able to increase attractiveness of the region.

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How Much Foreign Tourists Spend in Russia

According to the MasterCard study by the MasterCard International, during the last year European tourists spent €29,4 mln in Russia using MasterCard. The Germans are said to spend more than others. During 2004 German MasterCard cardholders spent more than € 24,5 mln in Russia. Sectors that attract the largest spending by foreign travelers are hotels, shops, restaurants and bars. For



Photo: www.interpress.ru

instance, in 2003 their spending on the hotel service in Russia constituted about €41,3 mln. The foreign MasterCard cardholders spent more than € 41,3 mln in the bars and restaurants and about € 10,4 mln in the clothing, food and department stores.

According to this study Russia ranks the 19th among the European countries by the rate of modern technology usage. In 2004 European tourists spent only € 3 mln on the on-line payment (including transactions conducted via internet, telephone and mail order).

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Foreign Tourists’ Safety



Photo: www.interpress.ru

St. Petersburg travel business representatives, the City of St. Petersburg and police discussed safety issues on the last meeting of the Commission for incoming tourism of Russian Union of Travel Industry – North-West Division Office (RUTI NWDO). The crime situation in St. Petersburg connected with foreign tourists was recognized as complicated but improving. The police and the City’s authorities provided additional units of the police, including students of the police academy, for patrolling streets and transport of the city. This measure seems to be really effective since the total number of all crimes committed to foreign citizens after 7 months of this year constituted 557 (in Paris the number of such crimes is about 30 000 per year). Also there were hired 14 interpreters for the police to help foreign tourists to contact policemen if necessary. There is a long-term plan in the City of St. Petersburg on improving the crime situation in the city that will make it more attractive and friendly for tourist.

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Historical Festivals in old Towns

Historical festivals The Early Middle Ages and The Knight's Castle took place on 25 June 2005 in Staraya Ladoga and 30 July 2005 in Vyborg. The key moments of both events were reconstructions of battles, taking castle by assault as well as knights' tournaments. Several hundreds participants in historical costumes took part in the festivals.



Source: www.interpress.ru

The archive of the newsletters can be found at <http://www.stockholmregion.org/tpl/topic.asp?ID=457>

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