



## **Russian Sales Mission, 20-27 January 2008**

After the success of last year's sales mission to Russia, Visit London, in collaboration with VisitBritain Moscow, is organising a mission in January 2008. Key Russian tour operators will be invited to meet with London suppliers at 3 workshops taking place in Moscow, St Petersburg and Ekaterinburg. This year's mission aims to showcase London's diverse tourism product in both the leisure and MICE segments.

The Russian market to London has seen considerable growth in recent years, with London being an aspiration destination for many Russians. Russians are high spenders and are interested in heritage, sightseeing, shopping, spa treatments and sport.



British Embassy Moscow Feb 2007

### **Proposed programme** (subject to availability of flights etc)

#### **Sunday 20 January**

0925-1610 Fly from London to Moscow Domodedovo  
1700-1830 Transfer to hotel  
2000 Visit London welcome dinner

#### **Monday 21 January**

1200 Transfer to British Embassy  
1400-1800 Open workshop, British Embassy Moscow  
1800- Evening reception and entertainment, British Embassy

#### **Tuesday 22 January**

Morning Free for sales calls  
1500 Transfer to train station  
1630-2130 Express train to St Petersburg  
2130 Transfer to hotel

#### **Wednesday 23 January**

1400-1800 Open workshop St Petersburg (venue TBC)  
1800- Evening reception

#### **Thursday 24 January**

Morning Free for sales calls  
1400 Transfer to St Petersburg airport  
1630-2130 Fly to Ekaterinburg

#### **Friday 25 January**

1400-1800 Ekaterinburg event (venue TBC)  
1800- Ekaterinburg reception



**Saturday 26 January**

Day free for sightseeing

**Sunday 27 January**

0830            Transfer to airport  
0930            Arrive at airport  
1105-1200     Flight to London Heathrow

**Cost:**

**Visit London partner rate:**

**£1,800+VAT (extra delegate £1,500 +VAT)**

**Non-partner rate:**

**£2,200+VAT (extra delegate £1,800 +VAT)**

Price includes:

- International flights with bmi
- Outbound: London Heathrow to Moscow Domodedovo
- Inbound: Ekaterinburg to London Heathrow
- 7 nights accommodation and breakfast (hotels will be 4 star or above)
- 2 nights accommodation in Moscow
- 2 nights accommodation in St Petersburg
- 3 nights accommodation in Ekaterinburg
- Train journey from Moscow to St Petersburg
- Internal flight from St Petersburg to Ekaterinburg
- Airport and city transfers
- Meeting tables at workshops in Moscow, St Petersburg and Ekaterinburg
- Evening receptions
- Welcome dinner

Please note – all non-Russian citizens will need a visa to enter Russia. This is not included in the price of the mission and must be acquired individually through the Russian Embassy.

International flights must be confirmed by 8 November 2007.

Places are limited to a maximum of 18 companies.

If you would like to book the mission but do not want the whole package please contact Abby Penlington to discuss. (T: 020 7234 5824)

[Apenlington@visitlondon.com](mailto:Apenlington@visitlondon.com)

**Booking deadline: Fri 26 October 2007**



**VISIT LONDON BOOKING FORM**  
**Russian Sales Mission 20-27 January 2008**

I would like to book participation in the Visit London Russian Sales Mission:

**Cost:**

Visit London partner rate:

£1,800+VAT (extra delegate £1,500 +VAT)

Non-partner rate:

£2,200+VAT (extra delegate £1,800 +VAT)

Name (as on passport).....

Company .....

Address .....

.....

Tel ..... Fax .....

E-mail .....

Signature ..... Date .....

Purchase order number : .....

**Details needed for flight booking and visa support documents**

Date of birth: .....

Passport number: .....

Passport expiry date: .....

Dates you are in Russia (Please let us know if you are extending your stay):

.....

Special dietary requirements: .....

Smoking or non-smoking room (Please circle): S / NS



Terms and conditions:

1. This form is your application to attend the above event. We reserve the right to refuse, amend, withdraw or otherwise deal with all submitted applications at our discretion.
2. The programme is currently a draft and will be finalised when venues, flights and hotels are booked.
3. Invoices will be sent out in November 2007 which will be payable in December 2007.
4. Participants cancelling before 9 November 2007 will be liable to 50% of the above costs. Participants cancelling beyond this date will be liable for 100% of the cost.
5. Booking is subject to participants being able to get a visa to enter Russia.

Please complete and return by e-mail to [apenlington@visitlondon.com](mailto:apenlington@visitlondon.com)  
or fax to: (020) 7234 5751