



CONSULTING

Regardless, if you just enter the Russian market, or want to have updated information of what is going on, you need consultants - people who tell you information you need. We have more than 12-year-experience in Russian tourism on top positions in tour operating companies. Moreover, Baginet PR and Consulting Agency is the owner of the Russian Travel Digest (www.russtd.com), the only source of news of tourism business in Russia in English. Every week we communicate with key people in the industry - commercial directors and destination managers of tour operators, travel agency networks, online agents etc. On each consulting meeting we give specific and concise recommendations exactly for your company.

MOST POPULAR TOPICS

1

TRAVEL MARKET IN RUSSIA

General information about travel market in Russia: tour operators and travel agents; online bookings. Legal issues of tour operating in Russia.

2

MARKETING ACTIVITIES

List and description of major tourism fairs in Russia, regional workshops and roadshows.

3

COMMISSION POLICY

Analysis of existing bonus programs of tour operators. Description of general commission policy. Marketing and promotion issues used in commission policies.

4

PAYMENT SYSTEMS

Analysis and description of payment systems used on the Russian travel market: bank transfer, debit/credit card, PayPal, TourPay etc. We give you statistics about preferred payment methods, based on poll research of more than one thousand travel agents.

5

AGENTS' CONTRACT

Analysis of main issues of the contract between operator and agent. Implementation of the Russian tourism law.

6

TRAVEL AGENCY NETWORKS

List and detailed description of major networks of travel agencies in Russia. Analysis of their operation and possibilities of cooperation. Particularities of commission policy for networks of travel agents.

7

ANALYSIS OF COMPETITORS

We analyze tours and packages to your destinations offered by your competitors, Russian tour operators. Together with detailed information about flight programs and hotels variety, you also find out marketing and price policy of each operator, its pr activities.

8

VISA FORMALITIES

We analyze the rules of issuing visa to your destinations to the Russian citizens and tell you - the list of needed documents and how to provide them to your customers; how to prepare visa information for your web site; price policy of major tour operators.

9

LEGAL ISSUES OF OPERATING

Detailed information about financial insurance for tour operators, Association of tour operators TourPomosch, bank guarantees etc. Description of different variants of operating on the Russian market: representative office, tour operator, branch of international company etc.

We would recommend Baginet as a strong and reliable partner with a deep knowledge of Russian travel market and effective organizational structure. They provided us with the valuable instructions and tips and supported our B2B brand development process. Good communication skills and responsiveness are among the best managements characteristics of Baginet.

- Irina Parkhomchuk, Select Italy, ITALY

starting from

150 €