

Summer in the Mountains

workshop/presentation/exhibition



Season 2015 / Moscow. March 2015

Organizing Committee:

Team of Moscow Ski&Board Salon and representatives of the partners

Supported by

SalonExpo



Goal of the project

Summer in the mountains is a new and still under-demanded kind of product on the tourist market. Mountain resorts offer a lot of opportunities for summer sports and health activities in the summertime. Summer in the mountains can become a true adventure.

The project will help:

- To promote summer programs in the mountain regions and make new business contacts in the industry community
- To position the European mountain winter resorts as all-season tourist centers
- To attract the qualified target group

By joining the project, your company will get the opportunity to share with its partners and potential customers about the unique possibilities of summer vacations in the mountains.

Target group of the project:

- ADVOCATES OF ACTIVE LIFESTYLE
- representatives of travel companies and tourist agencies
- travellers, mountain climbers, rocks climbers, cyclists, skiers and snowboarders, trekkers and simply... people who love sports!
- PRESS

History of the project

*Initiators and ideologists of project - **Agnes Ducroz / Chamonix Valley and Anna Saudin / Valle d' Aosta**, Organizing committee of Moscow Ski&Board Salon.*

2010 - "Summer in the Alps" Forum Venue - Chamber of Commerce and Industry of the Russian Federation.

2011 - "Summer in the Alps" Forum The extended forum took place in the equestrian complex of "Bitsa" (Moscow). The event featured eight companies The project was also joined by Russian Mountaineering Federation.

2012 -For the third time running, "Summer in the Mountains" featured the tourist potential of the summer Alps represented by their two largest regions - Chamonix and Valle d'Aosta .

*2013 – 2014 forum "Summer in the Mountains" For 20 years running, the team of Moscow Ski&Board Salon has been organizing the most important business events of the winter tourism and sports industries. **Such events as Moscow Ski&Board Salon in Gostiny Dvor, Ski Build Expo, and Salon Expo E-magazine have long since become the industry's main venues for the meetings of the manufacturers and market professionals, as well as renowned skiers, snowboarders, and other sportsmen with the suppliers of tourist product, as well as for demonstrating the latest achievements in the area of ski resort construction and development.** For the fourth time running, "Summer in the Mountains" featured the tourist potential of the summer Alps represented by their two largest regions - Chamonix and Valle d'Aosta .*

About the project “Season 2014”: figures



- 21 March 2014, in Moscow, there took place the fourth seminar/conference "Summer in the Mountains" organized by Moscow Ski&Board Salon and supported by the Chamonix Valley (France) and Valle d'Aosta (Italy)
- The number of registered guests - 251 people:
- Industry press - 51 people, tourist industry - 81 people, private individuals - 119 people.
Region - Moscow and Moscow Region

About the project Season 2014: post-release



21 March 2014, Sport Complex "Kant" hosted the fourth seminar "Summer in the Mountains" supported by the Chamonix Valley (France) and Valle d'Aosta (Italy) 150 people came to see winter off and welcome summer - it was the representatives of tourist business, sportsmen, industry reporters and simply lovers of the mountains .

The change of venue was welcomed both by the guests and the organizers of the event. The cozy yet capacious restaurant "Chalet" at "Nagatinskaya" metro station was capable of housing all those who wanted to see the presentations of the winter resorts' summer programs - they were interesting to rock-climbers, mountaineers, and other lovers of active vacations in the mountains. Because this is not only about sport-sport-sport - this is about enjoying the beautiful scenery, great weather and rest at the mountain lakes that the crowded sea beaches do not even come close to!

The number of Russian tourists that come to Chamonix, yearly increases by 25 percent, says Agnes Ducroz, the representative Chamonix Mont Blanc Tourist Office Italy and France also provide great opportunities for "gastronomic" tourism, which was stressed by Anna Saudin, the representative of the Ministry for Tourism of Valle d'Aosta: "The "taste fairs" are organized in our region all summer long - and this is a great opportunity to get a taste of Italy's national cuisine". Both tourists and local residents traditionally attend the holiday of lard (Arnaz), the holidays of chocolate and wine, this is a great way to be introduced to the region!

The tasting of all the above-mentioned delicacies, as well as the Italian sausages, wines, and fresh cheese, was highly appreciated by the guests of "Summer in the Mountains" seminar. Which did not prevent them, however, from efficiently getting back to the business program of the event.

The summer recreation programs are designed for a wide range of holidaymakers. This is a family type of leisure - which was proved by the great story from the Troitsky family who travel over France with their young kids ("What I like most is dinosaurs and mountains!" - commented the eleven-year-old Ksysha Troitskaya who, together with her sister Varya, was ultimately able to find traces of her favorite animals in Chamonix).

An unprecedented story of a solo-ascent of Mont Blanc was told by Elena Titkova - last year this courageous Russian lady did it at the age of 70!

Great presentations were delivered by the representatives of Italian regions - Enrico Villermo (director of the tourism consortium Valtournenche-Chervinia) and Olga Sedegova ("Elegantour" Travel Company that receives the tourists in Valle d'Aosta), and the partners of the project - the representation office "ENIT - National Agency for Tourism" (Italy) Tatiana Bozhko.

A large program was presented by the members of Russian Mountaineering Federation - Alexander Yurkin shared his information about the new guidebook "Alpine and Tourist Routes of Valle d'Aosta"; photographer Konstantin Dikovskiy shared about the conquering of the peak of Matterhorn that he accomplished in the summer of 2012 in company with mountaineer Sergey Egorin.

No one was left indifferent by the stories from Sergey Romanov ("Alpindustria" adventure team), Olga Rummyantseva ("7 Peaks" club), representatives of the travel companies "Ertzog", "Ascent Travel", Yuri Ulyanov (www.visitalps.ru) and the writer/reporter Konstantin Bannikov.

The format of the event - a meeting of like-minded friends in the multilevel space (as opposed to the event of 2012 that took place in the Chamber of Commerce and Industry) - was appreciated by everyone. The event was capable of including presentations, a great drink reception and working meetings.

The holiday ended in a possibility to ski and snowboard on the slopes of the sports complex "KANT" (the participants of the conference had a 50% discount to do that).

Looking forward to meeting you in the mountains looking forward to meeting our friends at the 2015 event in Moscow!

Internet coverage of the project

Едем в горы
летом!



- The conference was covered 18 internet resources
- Total number of display days = 89
- Mass sending via Salon Expo Newsletter: 42 thousand addresses
- Audience of the social media sites: 4 857 people
- Total number of contacts including the internet sites: 513 000 243 people



Example of a PR campaign

Едем в горы летом!

Risk.ru

Skiexpo.ru

ertzog.ru and the mass sending

Рейс	Вылет	Время	Дни	Стоимость	бронировать
Москва (Шереметьево) — Марсель рейс: AF 4317, авиакомпания: AirFrance	02.05.2013	21:25	8	300 евро	БРОНЬ
Москва (Шереметьево) — Марсель рейс: AF 4317, авиакомпания: AirFrance	04.05.2013	21:25	8	300 евро	БРОНЬ

Example of an advertising campaign



Едем в горы летом!

Валле д'Аоста

Сезон 2014

Деловые встречи – workshop - презентации
21 марта 2014. Москва

СК КАНТ / м. Нагорная, Электролитный проезд, дом 7, корп. 2

Подробности и регистрация на бесплатное посещение:
+7 (926) 448 02 10
ski_board@skiexpo.ru facebook.com/MountainsInSummer skiexpo.ru



www.skiexpo.ru



www.valle-aosta.ru



www.enit.it

Periodicals newspapers:

Verticalny Mir ("Vertical World")

RISK ONSITE

MOUNTAINS

SKI SPORT

TTG

TOURINFO

Catalogs of the partner travel companies





Representatives of tourist offices and mountain regions - JOIN IN!

B2B reasons:

- We, the organizing committee, thanks to Moscow Ski&Board Salon, have considerable experience of working with the industry target groups (resorts, travel agent, press)
- CLIENT SUPPORT
TO PARTNERS of the project: our team IN ADVANCE defines and manages the work of the travel companies that will be selling the tourist product
- SIGN-UP TO BUSINESS MEETINGS (database of registered trade specialists and press is handed over to the partners)
- ADVERTISING and PR campaign is developed in partnership with the partners
- INVITATION OF SPECIALISTS over our own database
- TECHNICAL SUPPORT: we create specialized presentations

B2C reason:

- Thanks to our experience of organizing fairs and conferences, such as Moscow Ski&Board Salon and Ski Build Expo in Gostiny Dvor, that have long since become the industry's main venues for meeting and dialogue between the professionals and clients, skiers, snowboarders on the one side, and the suppliers of the tourist services on the other side, as well as demonstrating the latest achievements in the area of ski resort construction and development - we have a unique database of our own that contains over 42 000 email addresses of industry professionals.
- Our 4-year experience of conducting the event dedicated to "summer in the mountains" subject helped increase the inflow of Russian Tourists to the regions of Chamonix and Valle d'Aosta

Participation in the project

Place:

Moscow / March , 2015

Special exposition:

Use an installation in order to showcase your product or mountain resort. Tell the visitors your story by using photo, video materials, and exhibits.

We provide the exhibition space for you to create a unique installation of your own

Cost of the participation: 2500 EUR*/of The package includes:

- participation in the workshop with a working place, 30-minute presentation at the conference
- dedicated area for the installation
- publication of newsbreaks in Salon Expo E-Magazine
- Buffet

We also welcome extra support (sausages, cheeses, wines) for the organization of a drink reception.

Best regards

The teams of Moscow Ski&Board Salon, Ski Build Expo, Salon Expo E-Magazine

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