



COMMITTEE
FOR TOURISM
DEVELOPMENT OF
SAINT PETERSBURG



CONVENTION
BUREAU



St. Petersburg Convention Bureau in Business Tourism



Sergey Azarenkov
General director of St. Petersburg Convention Bureau

St. Petersburg Convention Bureau

was founded in 2014 as a subordinate institution of the Committee for Tourism Development of St. Petersburg with the aim of developing the congress and exhibition potential of the city and promoting St. Petersburg as a world-class business destination

Goals:

- Business tourism development in St. Petersburg
- Attracting Russian and foreign rotating events to the city
- Consolidation and support for the convention and exhibition industry
- Organization and support of sectoral business events, including those held under the auspices of the Government of St. Petersburg
- Implementation of a set of measures to promote the tourist potential of St. Petersburg in Russia and abroad



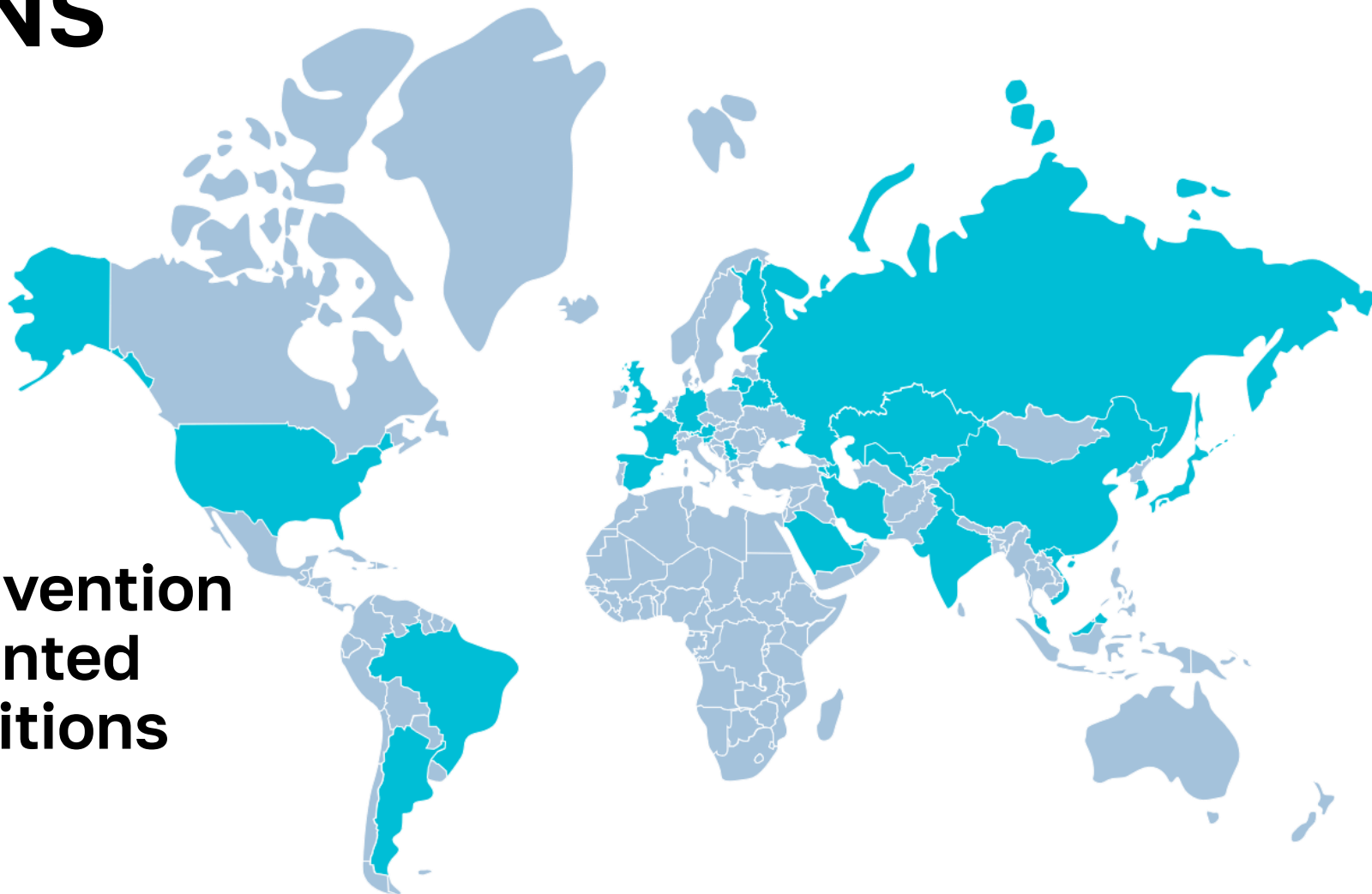
KEY ACTIVITIES OF THE ST. PETERSBURG CONVENTION BUREAU

- Participation in Russian and foreign tourist exhibitions
- Organization and participation in international and Russian MICE events
- Development of the program of ambassadors of St. Petersburg
- Support and development of the St. Petersburg Convention Bureau affiliate program
- Participation in subsidizing congress and exhibition events together with the Committee for Tourism Development of St. Petersburg



GEOGRAPHY OF PARTICIPATION IN EXHIBITIONS

**For 12 years of work,
the St. Petersburg Convention
Bureau has been presented
at more than 170 exhibitions
in Russia and abroad**



EXHIBITIONS SCHEDULED BY THE ST. PETERSBURG CONVENTION BUREAU FOR 2026



**International Tourism Exhibition
and hospitality industries «MITT»**
Moscow, Russia
(March 11-13)



**International Tourism Exhibition
«Intourmarket 2026»**
Nizhny Novgorod, Russia
(April 2-4)



**International exhibition and fair
of tourist services «Rest-2026»**
Minsk, Belarus
(April 9 – 11)



**Guangzhou
International Travel
Fair (GITF 2026)**
Guangzhou, China
(May 21 – 23)



Russian Tourism Forum Travel!
Moscow, Russia
(June 10 – 14)



PATA Travel Mart
Kuching, Malaysia
(August 18 – 20)



**Ho Chi Minh City International
Travel Expo (ITE HCMC)**
Ho Chi Minh City, Vietnam
(August 27 – 29)



**32nd International Tourism Forum
and Exhibition "Leisure"**
Moscow, Russia
(September 2-4)



**Business + Leisure Travel
and MICE (BLTM)**
Delhi, India
(September 2 – 4)



BE IN RUSSIA
Moscow, Russia
(October 15)



VI Young Scientists Congress
Saint Petersburg, Russia
(November 25 – 27)



**Tashkent International Tourism
Exhibition
«Tourism on the Silk Road»**
Tashkent, Uzbekistan
(November 25 – 27)



Meet Global MICE Congress
Moscow, Russia
(December 16 – 17)

AT INTERNATIONAL EXHIBITIONS ST. PETERSBURG REGULARLY RECEIVES AWARDS FOR THE BEST STAND



«The best stand design» Azerbaijan, Baku, 2023



«The best booth design» Ho Chi Minh City, Vietnam, 2023



«The best stand design» Iran, Tehran, 2024



«Best decoration award» India, Delhi, 2024



«The best stand design» Kazakhstan, Alma-Ata, 2024



«Best decoration award» India, Mumbai, 2025



«Best popularity award» PRC, Beijing, 2025



SPECIAL PROJECTS OF THE ST. PETERSBURG CONVENTION BUREAU IN 2026

The unified forum campaign is a strategic initiative aimed at combining the leading business events of the city into a single calendar and promoting them under the common brand «City of Events»

- St. Petersburg Tax Forum (March 19)
- International forum in the field of information and communication technologies «IT-Dialogue» (July)
- VII International Municipal Forum of BRICS Countries (October 15-17)
- XXIV All-Russian Forum «Strategic Planning in the Regions and Cities of Russia» (October 29-30)
- St. Petersburg International Tourism Forum «Travel Hub. Welcome. Winter» (December 10-12)



OWN EVENTS OF THE ST. PETERSBURG CONVENTION BUREAU IN 2026

- ➔ Business session at the St. Petersburg International Economic Forum
- ➔ On-site business session within the framework of the forum «Strategic planning in the regions and cities of Russia»
- ➔ Presentation of the «St. Petersburg Breakfast» project
- ➔ Press tours for representatives of foreign media
- ➔ Industry seminars
- ➔ Final event on congress and exhibition activities
- ➔ Final Assembly of Ambassadors
- ➔ St. Petersburg International Tourism Forum «Travel Hub. Welcome. Winter»



St. Petersburg International Tourism Forum «Travel Hub. Welcome. Winter»

TRAVEL HUB is a key business event in the field of tourism, which the Committee for Tourism Development of St. Petersburg, together with the St. Petersburg Convention Bureau, has been organizing since 2018.

In 2025, the results of the forum were:



35 business events



more than **5 500** participants



More than **12 000** viewers of online broadcasts



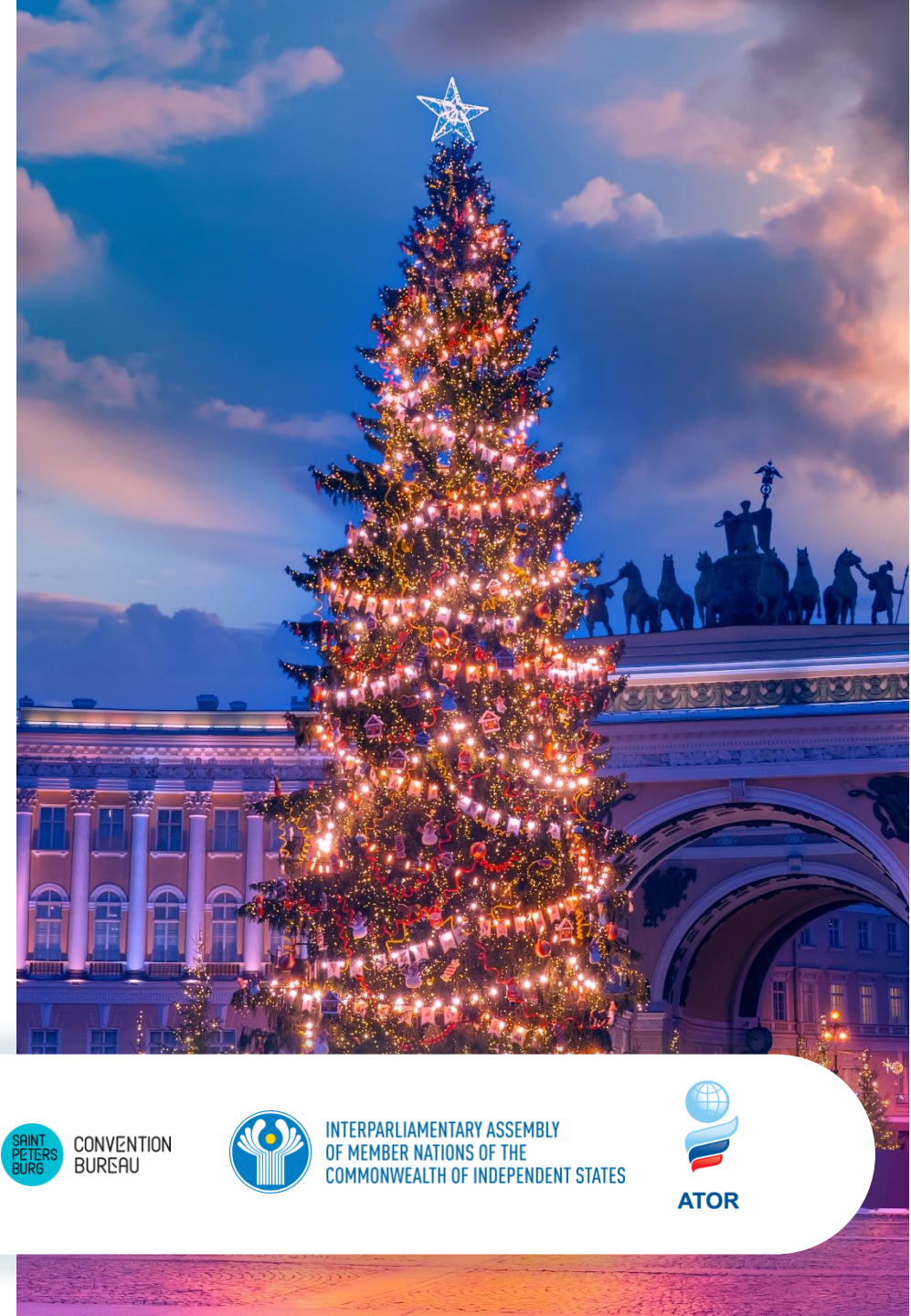
60 regions of Russia



37 foreign countries

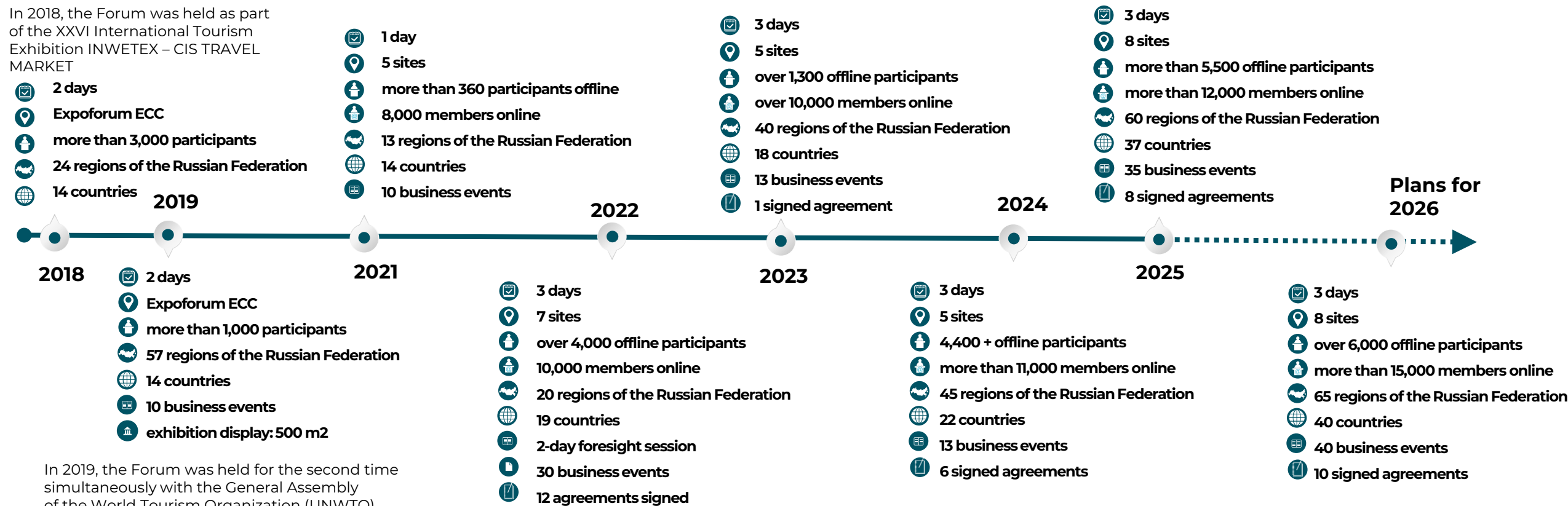


8 agreements



St. Petersburg International Tourism Forum «Travel Hub. Welcome. Winter»

In 2018, the Forum was held as part of the XXVI International Tourism Exhibition INWETEX – CIS TRAVEL MARKET



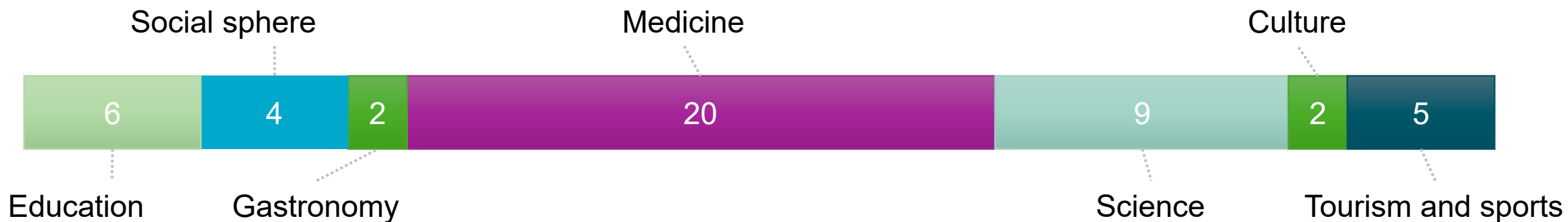
In 2019, the Forum was held for the second time simultaneously with the General Assembly of the World Tourism Organization (UNWTO)

AMBASSADOR PROGRAM MEMBERS

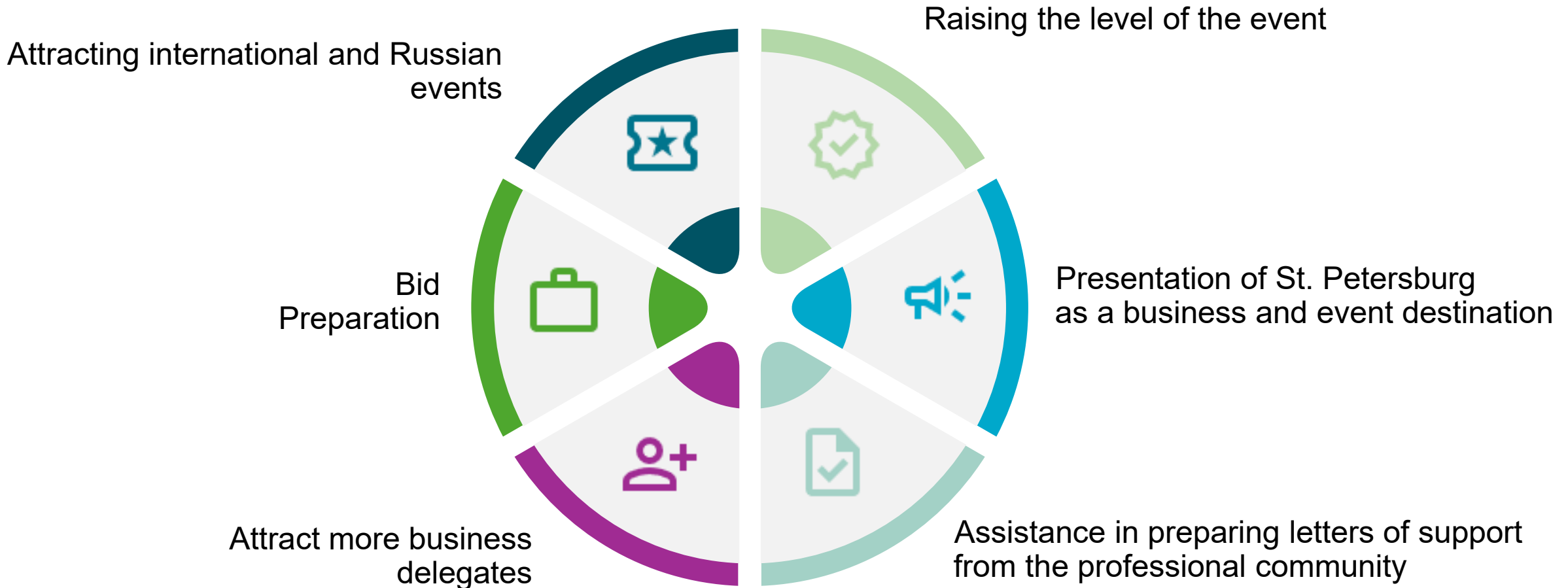


48

participants
of the program



ACTIVITIES OF AMBASSADORS



THE BIGGEST AMBASSADOR EVENTS IN ST. PETERSBURG



CONVENTION BUREAU AFFILIATE PROGRAM



INFORMATION SUPPORT

Publication of Partner 's news for their promotion
official information resources of the St. Petersburg
Convention Bureau



INTERNATIONAL PROMOTION

Placement of materials and presentations, participation
in international exhibitions at the stand
of St. Petersburg

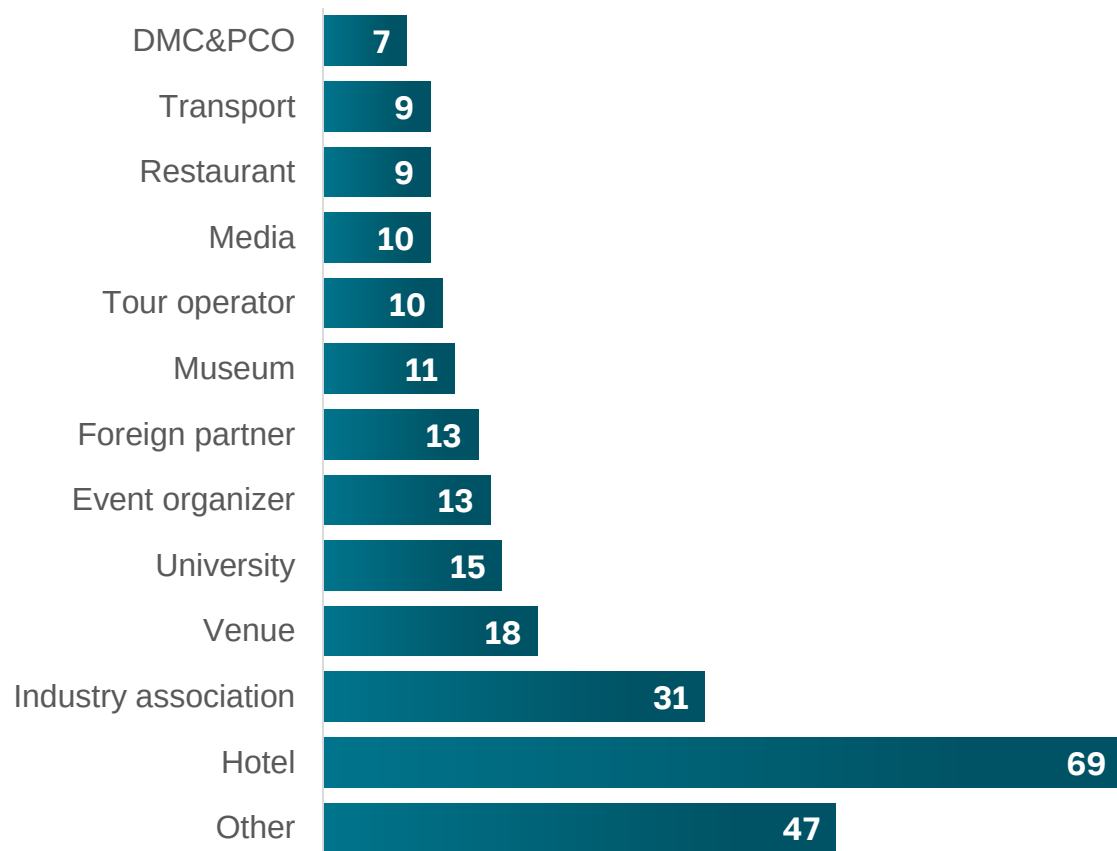


ORGANIZATIONAL SUPPORT

Exchange of business contacts, joint organization
of reception of foreign delegations, participation
in congress and exhibition and business events held
with the support of the St. Petersburg Convention
Bureau



MEMBERS OF THE AFFILIATE PROGRAMS



**Signed 266
partnership agreements**

ST. PETERSBURG BREAKFAST

- St. Petersburg is the first city in Russia with the title of «UNESCO Network of Creative Cities» in the nomination «Gastronomy»
- In 2024, «St. Petersburg Breakfast» received official status and trademark
- Gastronomic guides have been developed containing information about the leading restaurants and hotels of the Northern capital, participant of the «St. Petersburg cuisine» and «St. Petersburg breakfast» projects
- In 2024, 2 gastronomic guides were published: «St. Petersburg Breakfast» and «Desserts as Art»



SUBSIDIZING OF CONGRESS AND EXHIBITION EVENTS

In accordance with the Decree of the Government of St. Petersburg dated 21.05.2025 № 336 «On the Procedure for granting subsidies to socially oriented non-profit organizations in 2025 for organizing and holding congress and exhibition events in St. Petersburg», the industry is subsidized. The Committee for Tourism Development of St. Petersburg, together with the Convention Bureau, annually hold a competition for the right to receive subsidies

Indicators for the year	2022 year	2023 year	2024 year	2025 year
Activities that applied	20	25	19	33
Activities supported	6	15	11	16
The average amount of the allocated subsidy for 1 event, million rubles	3,28	2,04	2,13	1,9
Total amount of subsidies issued, million rubles	19,67	30,5	23,4	46,7

AWARDS OF ST. PETERSBURG CONVENTION BUREAU

- ➞ 2016-2022 - prizes of the Russian Business Travel & MICE Award in the nomination **«The best tourism office or convention bureau in the field of MICE promotion»**
- ➞ 2020 - prize of the Russian Business Travel & MICE Award **for organizing the work of the ambassador program of St. Petersburg**
- ➞ 2021 - an honorary award of the Congress Bureau **for promoting St. Petersburg as the international capital of congresses** in the Buying Business Travel Awards, and St. Petersburg - for the best direction for business events
- ➞ 2023 - gratitude **for the excellent organization and holding of the Russian Business Travel & MICE Award ceremony**
- ➞ 2024 - Prize of the Russian Business Travel & MICE Award in the nomination **«The best regional office in the field of development and promotion of destination according to the NCB»**
- ➞ 2024 - Prize of the Russian Business Travel & MICE Award in the nomination **«The best regional office in the field of development and promotion of destination according to the NCB»**
- ➞ 2025 - Grand Prix in two special categories of the final of the All-Russian Prize «Regions of Tourism and Hospitality»: **The best event of the year in tourism** and **For a significant contribution to the promotion of the gastronomic brand of St. Petersburg at the domestic and international levels**





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CONVENTION
BUREAU



WE INVITE TO COOPERATION!



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