



MARKETING PROGRAM FOR PROMOTING SAINT PETERSBURG AS A SAFE CITY "ST. PETERSBURG HOSPITALITY"

**Safe
travels**

by

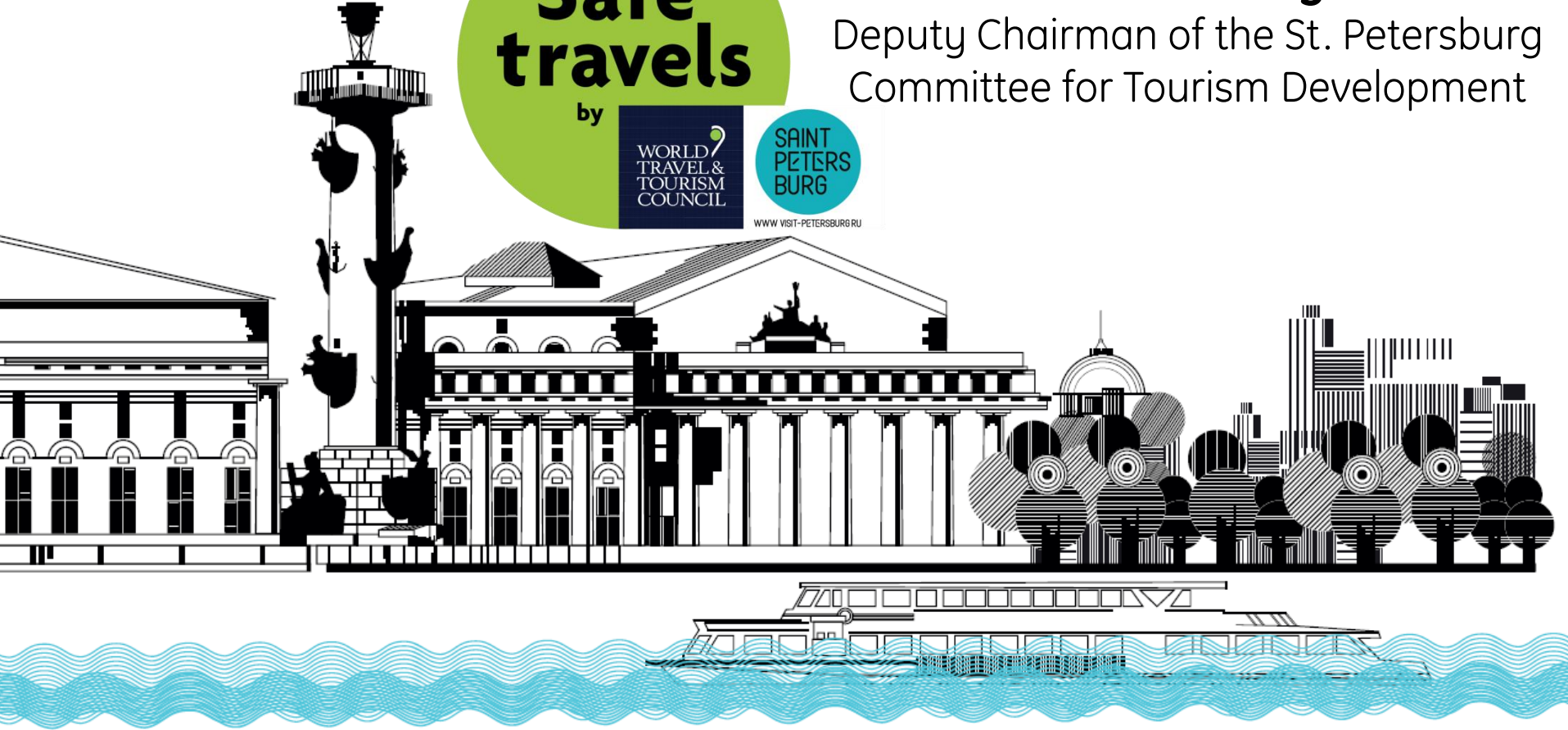
WORLD
TRAVEL &
TOURISM
COUNCIL

SAINT
PETERS
BURG

WWW.VISIT-PETERSBURG.RU

Nana Gvichiya

Deputy Chairman of the St. Petersburg
Committee for Tourism Development



SAFE TRAVELS SPB PROGRAM



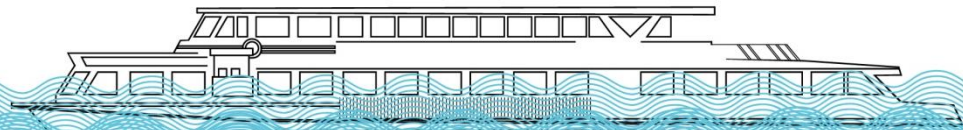
A unique marketing program is being implemented to promote Saint Petersburg as a safe city **"Petersburg hospitality"**, which has become an important step for the restart of the industry. It is aimed at the implementation of complex events that will help guests choose our city as the most comfortable and safest, and the hospitality industry - to resume its activities.

The program complies with the recommendations of **Rospotrebnadzor**, and is also synchronized with the recommendations and international protocols of the **World Tourism Organization** (UNWTO), the **World Health Organization** (WHO) and the **World Tourism and Travel Council** (WTTC).

In accordance with the **Decree of the Government of Saint Petersburg № 121**, responsible representatives of the hospitality sector receive a unique QR-code with the **"Safe Travels SPb"** stamp informing the consumer of tourist services about compliance with all necessary protocols and requirements to ensure a safe stay in the city.



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ADVANTAGES OF PARTICIPATION IN THE SAFE TRAVELS SPB PROGRAM



SafeTravelsSPB

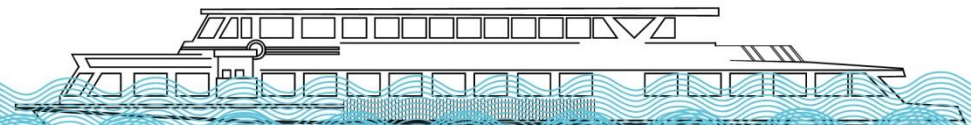
Switch to English version

Visit Petersburg

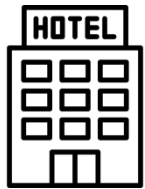
St. Petersburg hospitality

Safe Travels SPB

- Each participating company becomes a member of the St. Petersburg marketing program "St. Petersburg hospitality"
- Potential travelers show more trust to participating companies
- Information about the program participants is available on the official city tourist portal Visit-Petersburg.ru



PARTICIPANTS OF THE SAFE TRAVELS SPB PROGRAM IN SAINT PETERSBURG



Hotels: **484**



Restaurants, bars, coffee shops: **67**



Tour operators and tourist agencies: **578**



Tourist information centers: **8**



Resorts and health centers: **22**



Inland waterway passenger transport: **6**



Shopping malls and retailers: **4**



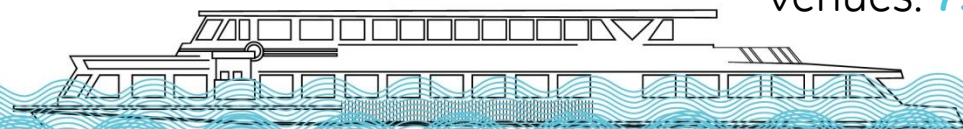
Tour guides: **24**



Museums: **17**



Conference and exhibition venues: **73**



PARTICIPANTS OF THE SAFE TRAVELS SPB PROGRAM IN SAINT PETERSBURG



www.visit-petersburg.ru/en/



Important

Useful information for tourists

Safe travels

by



Safe travels to Saint Petersburg



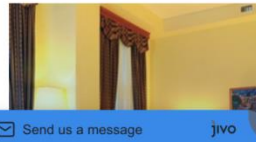
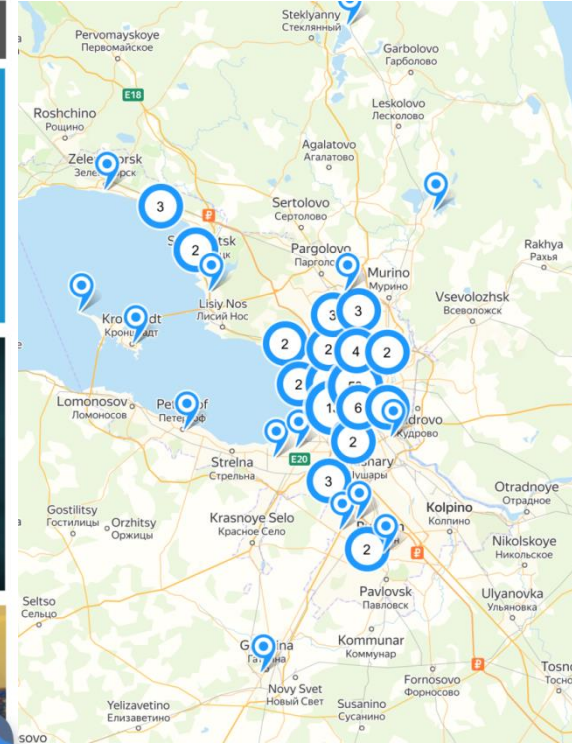
In St.Petersburg
20:43

today
+6..+13°C

tomorrow
+7..+11°C

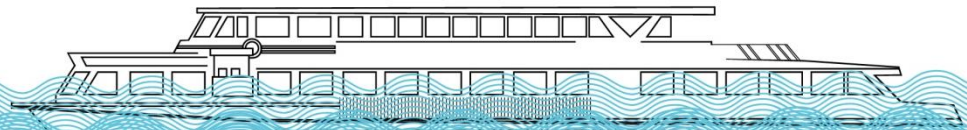
UEFA EURO 2021 IN ST. PETE
STARTS IN

244:00:17
DAYS HOURS MINUTES



Send us a message

jivo





PARTNERS OF THE SAFE TRAVELS SPB PROGRAM



Комитет по промышленной политике, инновациям и торговле Санкт-Петербурга



American Chamber of Commerce in Russia



ЛИГА МАЛЫХ ОТЕЛЕЙ, ХОСТЕЛОВ И ТУРИСТИЧЕСКОГО ЖИЛЬЯ



ЛИГА ТУРОПЕРАТОРОВ САНКТ-ПЕТЕРБУРГ

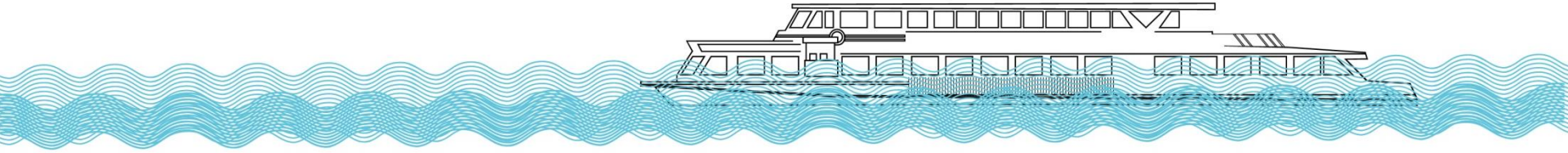


Федерация Рестораторов и Отельеров



Also:

- Northwest Resorts Association
- Regional Public Organization «Saint Petersburg Association of Chinese language guides»
- Regional Public Organization «Assistance to small businesses»



MAIN INFORMATION CARRIERS OF THE HOSPITALITY INDUSTRY



INFORMATION BOARD
TAKE CARE TOGETHER

INFORMATION BANNER - TAKE CARE TOGETHER

ЗАБОТИМСЯ ВМЕСТЕ

Safe travels by ГОСТЕПРИИМНЫЙ БЕЗОПАСНЫЙ

VISIT-PETERSBURG.RU

СОХРАНИТЕ СОЦИАЛЬНУЮ ДИСТАНЦИЮ
KEEP SOCIAL DISTANCE

ИСПОЛЬЗУЙТЕ МАСКУ
USE MASK

ДЕЗИНФЕКЦИЯ РУК
WASH HANDS
ИСПОЛЬЗУЙТЕ ПЕРЧАТКИ
USE GLOVES

VISIT-PETERSBURG.RU

ЗАБОТИМСЯ ВМЕСТЕ

Safe travels by SAINT PETERSBURG ГОСТЕПРИИМНЫЙ БЕЗОПАСНЫЙ

СОХРАНИТЕ СОЦИАЛЬНУЮ ДИСТАНЦИЮ
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ИСПОЛЬЗУЙТЕ МАСКУ
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ДЕЗИНФЕКЦИЯ РУК
WASH HANDS
ИСПОЛЬЗУЙТЕ ПЕРЧАТКИ
USE GLOVES

POSTER
TAKE CARE TOGETHER

PARTNER POSTER
TAKE CARE TOGETHER

FLOOR STICKER

VISIT-PETERSBURG.RU

Safe travels by SAINT PETERSBURG ГОСТЕПРИИМНЫЙ БЕЗОПАСНЫЙ

ЗАБОТИМСЯ ВМЕСТЕ

СОХРАНИТЕ СОЦИАЛЬНУЮ ДИСТАНЦИЮ
KEEP SOCIAL DISTANCE

ИСПОЛЬЗУЙТЕ МАСКУ
USE MASK

ДЕЗИНФЕКЦИЯ РУК
WASH HANDS
ИСПОЛЬЗУЙТЕ ПЕРЧАТКИ
USE GLOVES

УВАЖАЕМЫЕ ПАССАЖИРЫ!

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ЗАБОТИМСЯ ВМЕСТЕ

В целях профилактики распространения коронавирусной инфекции

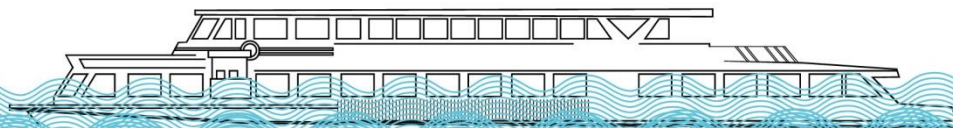
просим соблюдать безопасную дистанцию на расстоянии не менее

1,5 метров друг от друга

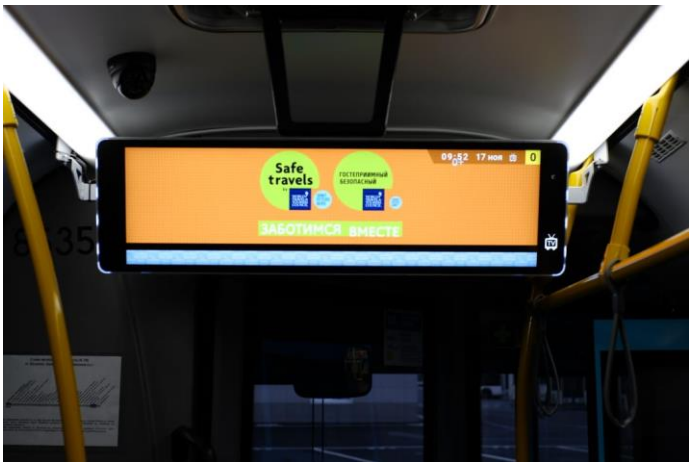
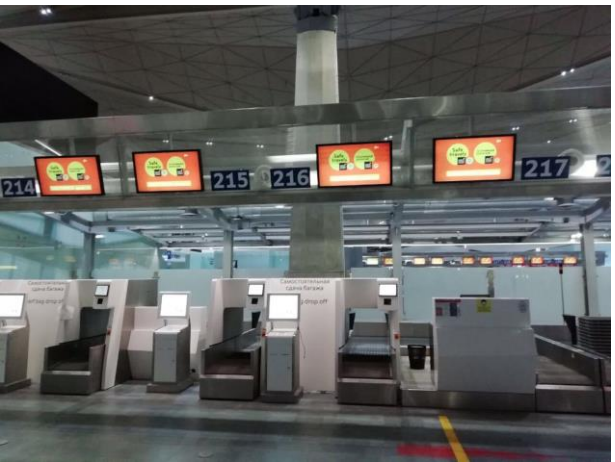
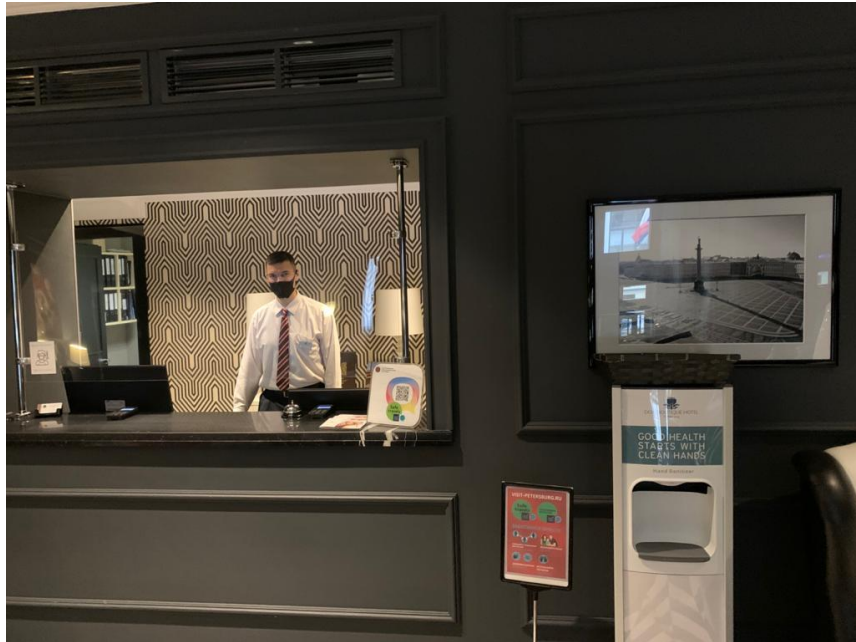
KEEP SOCIAL DISTANCE



SEAT STICKER



HOTELS AND PUBLIC TRANSPORT MARKING



Safe travels
by **WORLD TRAVEL & TOURISM COUNCIL**

SAINT PETERSBURG
WWW.WIST-PETERSBURG.RU



THANK YOU FOR YOUR ATTENTION!

**Safe
travels**

by

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