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Moscow Launches Tourism Campaign

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Late last year, the government announced multi-billion dollar plans to improve infrastructure, train specialists and launch a major advertising campaign to attract tourists to Russia. This year, Moscow City Hall has taken the initiative with its own international advertising and promotional program.

Despite being home to some of world's greatest attractions, including like the Kremlin and Bolshoi Theater, Moscow has not attracted huge numbers of foreign tourists.

To bridge this gap and make Moscow a leading tourist destination, City Hall has launched an multi-million dollar advertising and campaign, which includes spots on the BBC and Russia Today and programming on TV Center and radio Mayak.

Moscow's tourism committee plans to invite about 700 journalists from around the world to visit Moscow. These "fam" trips could boost the city in the international press.

Officials still need to Russia visa and humiliating registration processes. They also need to develop more three and four-star hotels, which could attract middle-class travelers.

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