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2019

WEEKLY TRAVEL TELEVISION PROJECT «WORLD VOYAGE»: WINTER 2019

Ready ideas and destinations for active travel

This project is a thoroughly made advertising campaign, which supports ski season of 2019. TV series introduce popular alpine resorts in a free author manner. Each programme is a ready-made travel guide for those, who prefer active leisure in the mountains. TV programmes from the "World Voyage" series are being rotated for 20 week during the whole winter season.

Project partners:

Georgia

CERTIFIED AZORES BY NATURE VISITAZORES.COM

stubai.at

Jagdhof SPA-HOTEL

LEVI HOTEL SPA

SAIMAA GARDENS

VUOKATTI

Levi

AZORES DTM DESTINATION & TRAVEL MANAGEMENT COMPANY

vuokattisport

GOSAIMAA.COM

MEETING & CONVENTION PLANNER

«WORLD VOYAGE 2019»: WINTER.

WORLD VOYAGE during winter season of 2019 presents popular mountain resorts, ideas for family holidays, gastronomical weekends and automobile routes. Many travellers consider that a wholesome holiday consists of hundreds of aspects, starting with special breakfast menu and service in the hotel, ending with wine testing and excursion trips. TV programmes from the "World Voyage" series are being rotated for 20 weeks during the whole season performing a complete advertising campaign for hotels and resorts. The audience of the project is estimated to be more than 15'000'000 people. World Voyage project's important task is to dispose quickly the materials from the trips during the whole ski season.

SERIES OF TV PROGRAMMES: «WORLD VOYAGE. WINTER»

Name	Premiered	Show time, min	
		1 run	total
#1711,#1712 «World Voyage. Travel to Georgia (1,2)»	January 1	26	156
#1713,#1714 «World Voyage. Travel to Georgia (3,4)»	January 8	26	156
#1825,#1826 «World Voyage. Wine weekend. Georgia (1,2)»	January 15	26	156
Georgia			
#1819, #1820 «World Voyage. Travel to Thailand (1,2)»	January 22	26	156
MEETING & CONVENTION PLANNER · RENAISSANCE PHUKET RESORT & SPA · SOFITEL HOTELS & RESORTS KRABI PHOKEETHRA			
#1807, #1808 «World Voyage. Travel to Azores (1,2)»	January 29	13	78
#1809 «World Voyage. Azores. Wine and gastronomy»	February 6	13	78
AZORES DTM DESTINATION & TRAVEL MANAGEMENT COMPANY · CERTIFIED AZORES BY NATURE VISITAZORES.COM			
#1816 «World Voyage. Winter on Saimaa. Finland»	February 6	13	78
GOSAIMAA.COM · SAIMAA GARDENS			
#1821, #1822 «World Voyage. Travel to Thailand (3,4)»	February 12	26	156
MEETING & CONVENTION PLANNER · Hilton PHUKET ARCADIA RESORT & SPA · HYATT REGENCY PHUKET RESORT			
#1823, #1824 «World Voyage. Thai cuisine (1,2)»	February 19	26	156
MEETING & CONVENTION PLANNER			
#1801, #1802 « World Voyage. Winter in Stubai (1,2). New»	February 26	26	156
#1803, #1804 « World Voyage. Winter in Stubai (3,4). New»	March 5	26	156
#1803, #1804 «World Voyage. Tirolean cuisine. Stubai»	March 12	26	156
stubai.at · Jagdhof SPA-HOTEL			
#1715 «World Voyage. Family winter travel. Vuokatti»	March 19	13	78
VUOKATTI · Holiday Club			

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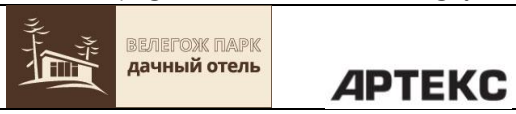
#1716 «World Voyage. Winter and sport in Vuokatti»	March 19	13	78
#1747, #1748 « World Voyage. Winter in Levi (1,2)»	March 26	26	156
#1727, #1728 «World Voyage. Lapland cuisine(1,2). Levi»	April 2	26	156
#1609, #1610 «World Voyage. Winter in Avoriaz. France»	April 9	26	156
#1612, #1613 «World Voyage. Alpine cuisine. Avoriaz»	April 19	26	156
#1616 «World Voyage. Modern country house. Velegoj»	April 23	13	78
#1618 «World Voyage. Farmers cuisine. Velegoj»	April 23	13	78
			

Russian TV channel "MUZHSKOY" (http://www.mans-tv.ru/) is of interest for those, who are not ignorant to truly men's entertainment, such as fishing, weapons, cars and active vacation. If you are a real man, than you can proudly say that this channel is for you. The main advantage of niche channels is the assurance of stability of 100% target audience. Well-considered choice of the channels, supported by meaningful interest of the audience, guarantee customer's loyalty to the content and integrated advertisements. Currently the potential audience is estimated to be about 27 million TV viewers, including 4.4 million users of cable television and mobile operators. "MUZHSKOY" Channel has received the "National award " in multichannel digital television field "Big Digit 2012" in the nomination "The best entertainment channel".

SPECIAL PROJECT: «WORLD VOYAGE. TRAVEL IN WINTER (GEORGIA)»

#1711, 1712, 1713, 1714: WORLD VOYAGE. ACTIVE TRAVEL. GEORGIA.

GEORGIA always provides new impressions and interesting people. Tbilisi's main attractions are located in the Old City. This is exactly the area where active sulfur baths are situated. There is also Shardeni Street, which is a popular place for recreation among both tourists and the locals. People in Georgia still practice an ancient Caucasian way of making wine. They place grapes into kvevris, big clay vessels and then bury them in the ground for several months to let the grapes reach perfect taste. Travellers, who are going to visit Georgia, are usually looking forward to tasting lobio, khinkali, chakhokhbili and of course various kinds of mtsvadi.

Four author TV programmes (lasting 13 minutes each) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 2 weeks. **The overall length is 312 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Travel to Georgia (1,2)»	January	26	156
«World Voyage. Travel to Georgia (3,4)»	January	26	156
PROGRAM SPONSORS: Georgia			
	TOTAL:		312

TV programme of "World Voyage" series #1711, 1712, 1713, 1714 "Active travel in winter" (Georgia), premier January 1 and 8, broadcast during the week #1,2 length - 26 minutes:

PARTNER OF THE PROJECT: Georgian Tourism Administration (www.georgia.travel)

SPECIAL PROJECT: «WORLD VOYAGE. WINE & GASTRONOMY (GEORGIA)»

#1825, #1826: WORLD VOYAGE. WINE WEEKEND. GEORGIA.

WINE AND GASTRONOMY trips are gaining popularity very steadily. This time the focus is on Georgian cuisine and Georgian wine in all its diversity. Kakheti is located in the Eastern part of Georgia and is considered to be the cradle of Georgian winemaking. The history of winemaking in Kakheti dates back to the VI Millennium. Wine was prepared in a unique, buried in the ground the traditional ceramic pots - kvevri, and received delicious organic unfiltered wine. The program "Wine weekend in Georgia" will allow to present traditional and modern winemaking in Georgia, interesting dishes, as well as ideas of wine and gastronomic trips around the country.

Two author TV programmes (lasting 13 minutes each) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 2 weeks. **The overall length is 312 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Wine weekend. Georgia (1,2)»	December	26	156
«World Voyage. Wine weekend. Georgia (1,2)»	January	26	156
PROGRAM SPONSORS: Georgia			
	TOTAL:		312

TV programme of "World Voyage" series #1825, 1826 "Wine and gastronomy", Georgia, premier December 25 and January 15, broadcast during the week #52,3 length - 26 minutes.

PARTNER OF THE PROJECT: National Travel Administration of Georgia (www.georgia.travel)

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SPECIAL PROJECT: «WORLD VOYAGE. OVERSEAS COUNTRIES (THAILAND)»

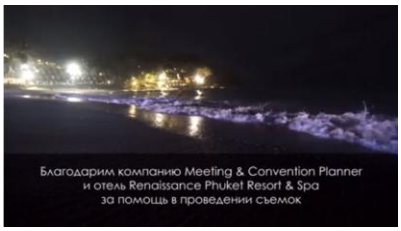
#1819-1820: WORLD VOYAGE. TRAVEL TO THAILAND. PHUKET AND KRABI.

THAILAND is entering a new level: the government of the Kingdom of Thailand has approved a new program "Amazing tourist Year in Thailand". Tourism is an important part of the Kingdom's economy, and its development means the development of the economy and society as a whole. In 2018, many interesting events were approved at the state level, reflecting the country's opportunities in the field of tourism. The main directions of travel are: beach holidays, gastronomic tourism, honeymoon travel, as well as the segment of MICE travel. Meeting and Convention Planner always provides a guides who speak Russian for every groups from Russia coming to Thailand.

Four author TV programmes (lasting 13 minutes each) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 2 weeks. **The overall length is 312 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Travel to Thailand. Part 1,2»	January	26	156
PROGRAM SPONSORS: Meeting & Convention Planner; Renaissance Phuket Resort & Spa; Sofitel Hotels & Resorts Krabi Phokeethra			
	TOTAL:		312

TV programme of "World Voyage" series #1819-1820 "Travel to Thailand", Phuket and Krabi, premier January 22, broadcast during the week #4 length - 52 minutes.



PARTNER OF THE PROJECT: Meeting & Convention Planner company - www. miceservice.com

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SPECIAL PROJECT: «WORLD VOYAGE. OVERSEAS COUNTRIES (AZORES)»

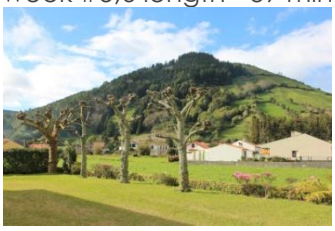
#1807-1809: WORLD VOYAGE. ACTIVE TRAVEL. AZORES ISLANDS.

THE AZORES are a paradise for those who love nature and active recreation. According to one of the existing theories, the Azores are a part of the legendary lost continent of Atlantis. The volcanic origin of the archipelago gave it an extraordinary nature world. It was embodied in bizarre forms of blue lakes, framed by flowers; in the high mountains, from which you can admire the wonderful views of land and sea; in the deep green craters of sleeping volcanoes; in landscapes that preserved the original purity; in the pastoral serenity and in the melody of silence. Azores are perfect for a holiday that will leave sweet memories.

Three author TV programmes (lasting 13 minutes each) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 2 weeks. **The overall length is 234 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Active travel. Azores Islands (1,2)»	January	26	156
«World Voyage. Azores Islands. Wine and gastronomy »	February	13	78
PROGRAM SPONSORS: AZORES DTM™ DESTINATION & TRAVEL MANAGEMENT COMPANY; CERTIFIED AZORES BY NATURE VISITAZORES.COM			
	TOTAL:		234

TV programme of "World Voyage" series #1807-1809 "Active travel" and "Wine and gastronomy", Azores islands, premier January 29, February 6, broadcast during the week #5,6 length - 39 min.



PARTNERS OF THE PROJECT: Azores Tourism Office – (www.visitazores.com), Azores DTM – (www.azoresdtm.com)

SPECIAL PROJECT: "WORLD VOYAGE TRAVEL BY CAR (FINLAND)"

#1816: WORLD VOYAGE. WINTER IN SAIMAA LAKE REGION. FINLAND.

SAIMAA LAKE REGION is well known as a holiday destination all year round, thanks to the GaSaimaa tourist information project. Russians love shopping, Finnish sauna and winter outdoor activities. Saimaa Gardens offers comfortable, modern cottages and villas. All houses are located on the shore of lake Saimaa in Rauha resort area of and equipped with the latest technology. All houses are well suited for families, board meetings and small companies of friends. This is the quintessence of active and healthy outdoor vacation, but with modern comfort. Nearby are three water parks, Ukonniemi sport centre and Angry Birds activity Park.

An author TV programme (lasting 13 minutes) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 1 week. **The overall length is 78 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Winter in Saimaa lake region. Finland»	February	13	78
PROGRAM SPONSORS: GOSAIMAA.COM SAIMAA GARDENS			
	TOTAL:		78

TV programme of "World Voyage" series #1816 "Winter in Saimaa lake region", Finland, premier February 5, broadcast during the week #7 length - 13 minutes.

GOSAIMAA.COM
Регион Лаппеенранта и Иматра

PARTNER OF THE PROJECT: Saimaa Gardens company – (www.saimaagardens.com)
Travel project GoSaimaa – (www.gosaimaa.com)

SPECIAL PROJECT: «WORLD VOYAGE. OVERSEAS COUNTRIES (THAILAND)»

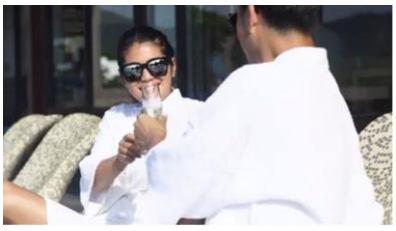
#1821-1822: WORLD VOYAGE. TRAVEL TO THAILAND. PHUKET AND KRABI.

THAILAND is entering a new level: the government of the Kingdom of Thailand has approved a new program "Amazing tourist Year in Thailand". Tourism is an important part of the Kingdom's economy, and its development means the development of the economy and society as a whole. In 2018, many interesting events were approved at the state level, reflecting the country's opportunities in the field of tourism. The main directions of travel are: beach holidays, gastronomic tourism, honeymoon travel, as well as the segment of MICE travel. Meeting and Convention Planner always provides a guides who speak Russian for every groups from Russia coming to Thailand.

Four author TV programmes (lasting 13 minutes each) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 2 weeks. **The overall length is 312 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Travel to Thailand. Part 3,4»	February	26	156
PROGRAM SPONSORS: Meeting & Convention Planner; Hilton Phuket Arcadia Resort & Spa; Hyatt Regency Phuket Resort			
	TOTAL:		312

TV programme of "World Voyage" series #1821-1822 "Travel to Thailand", Phuket and Krabi, premier February 12, broadcast during the week #7 length - 52 minutes.



PARTNER OF THE PROJECT: Meeting & Convention Planner company - www. miceservice.com

SPECIAL PROJECT: «WORLD VOYAGE. GASTRONOMY (THAILAND)»

#1823, 1824: WORLD VOYAGE. THAI CUISINE. THAILAND.

THAI CUISINE has become popular far beyond Thailand. The secret is that the food in Thailand is prepared exclusively from quality products, but that's not all you need to know. Features of Thai cuisine include the creation of a mix of different flavors, called this technique "khluk". The combination of sour, sweet, spicy in one dish for a European gourmet is an exotic food, in Thailand it is normal.
A huge number of tropical fruits, fresh seafood and unique flavor. Many hotels offer master classes and open kitchen lessons where all guests can learn how to cook some of the famous Thai dishes.

Two author TV programmes (lasting 13 minutes each) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 1 week. **The overall length is 156 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Thai cuisine. Thailand (1,2)»	February	26	156
PROGRAM SPONSORS: MEETING & CONVENTION PLANNER			
	TOTAL:		156

TV programme of "World Voyage" series #1823-1824 "Thai cuisine", Thailand, premier February 19, broadcast during the week #8 length - 26 minutes.

PARTNER OF THE PROJECT: Meeting & Convention Planner company - www. miceservice.com

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SPECIAL PROJECT: "WORLD VOYAGE IN THE ALPS (AUSTRIA)"

#1801-1806: WORLD VOYAGE. MOUNTAIN SKI. STUBAI GLACIER (AUSTRIA).

STUBAI GLACIER is the largest in Austria within 45 min from Innsbruck. The highest point of the glacier is on 3210 meter altitude and snow is guaranteed from October till June. Stubai is a popular resort for family holidays, children under 10 ski for free, when accompanied by their parents. The infrastructure is geared up for family holidays with children. There is a family ski camp in Stubai called BIG Family Camp, which has children's ski school, slopes and a children's restaurant. Many parents have already appreciated all the advantages of a "Ski school in diapers".

Six author TV programmes (lasting 13 minutes) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 1 week. **The overall length is 468 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Winter in Stubai (1и2). Austria»	February	26	156
«World Voyage. Winter in Stubai (3и4). Austria»	March	26	156
«World Voyage. Tirolean cuisine (1и2). Austria»	March	26	156
PROGRAM SPONSORS: stubai.at Jagdhof SPA-HOTEL			
	TOTAL:		468

TV programme of "World Voyage" series #1801-1806 "Skiing in the Alps", Stubai glacier (Austria), premier February 26 and March 5, 12, broadcast during the week #9,10,11, length - 26 minutes:

ПАРТНЕРЫ ПРОЕКТА: Туристический офис ШТУБАЙ (http://www.stubai.at/ru/), отель Jagdhof (www.hotel-jagdhof.at)

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SPECIAL PROJECT: "WORLD VOYAGE IN THE MOUNTAINS (FINLAND)"

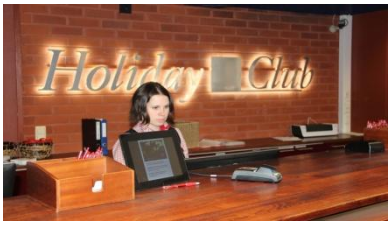
#1649: WORLD VOYAGE. FAMILY ACTIVE TRAVEL IN WINTER. VUOKATTI (FINLAND).

VUOKATTI focuses on family holidays, sport and quality service. The most popular sites are the famous Holiday Club Katinkulta resort with an aqua park and the Angry Birds adventure park. Guests can experience excellent mountain and cross-country skiing, snowboarding and ice skating, go on snowmobile, dog sled and reindeer sled teams safari, enjoying picturesque landscapes of Sotkamo district. Snowy and frosty winters guarantee various opportunities for doing active sports for the whole family.

An author TV programme (lasting 13 minutes) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 1 week. **The overall length is 78 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Family travel in winter. Vuokatti. Finland»	March	13	78
PROGRAM SPONSORS: Holiday Club VUOKATTI			
	TOTAL:		234

TV programme of "World Voyage" series #1649 "Family travel in winter" in Vuokatti (Finland), premier March 19, broadcast during the week #12 length - 13 minutes:



PARTNER OF THE PROJECT: Hotel chain Holiday Club (www.holidayclubresorts.com/ru/)

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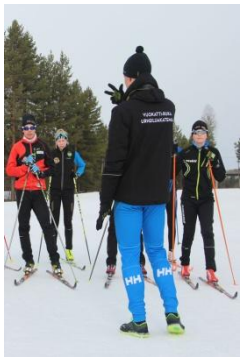
SPECIAL PROJECT: "WORLD VOYAGE IN THE MOUNTAINS (FINLAND)"



#1650: WORLD VOYAGE. SKIING AND SPORT. VUOKATTI (FINLAND).

VUOKATTI has been the most popular training center for decades to most elite athletes competing in winter sports. There is all year functioning unique skiing tunnel. Snowy and frosty winters guarantee various opportunities for doing active sports for the whole family during the season. The new concept of Vuokattisport (Vuokatti sport & wellness Resort) will apply the same scientific research used the best athletes for all the guests. Vuokatti combines modern skiing resort, nature, the best sports and wellness solutions and high-technology for active travel.

An author TV programme (lasting 13 minutes) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 1 week. **The overall length is 78 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Skiing and sport. Vuokatti. Finland»	March	13	78
PROGRAM SPONSORS: vuokattisport VUOKATTI			
	TOTAL:		234

TV programme of "World Voyage" series #1650 "Ski and sport" in Vuokatti (Finland), premier March 19, broadcast during the week #12 length - 13 minutes:

PARTNER OF THE PROJECT: Hotel VUOKATTI SPORT (http://www.vuokattisport.fi/)

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SPECIAL PROJECT: «WORLD VOYAGE. ALPINE SKIING (FINLAND)»

#1747, #1748: WORLD VOYAGE. ACTVE TRAVEL IN WINTER. LEVI (FINLAND).

LEVI is a unique Finnish resort with a cozy and compact center and excellent infrastructure. Winter in Levi isn't only about skies, it also includes riding snowmobiles, deer and dog sledges and enjoying the unbelievable exotics of Lapland. Levi Hotel SPA is believed to be the best hotel in the resort nowadays. Its convenient location within walking distance from the slopes and a tropical water park make a sterling holiday. The hotel offers elegant rooms and suites with sauna. You can order tickets for the cable car, excursion and Safari right from the hotel.

Two author TV programmes (lasting 13 minutes each) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 2 weeks. **The overall length is 156 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Active travel in winter (1,2). Levi. Finland»	March	26	156
PROGRAM SPONSORS: АПТЕКС LEVI HOTEL SPA Levi			
	TOTAL:		156

TV programme of "World Voyage" series #1747, 1748 "Active travel in winter", Finland (Levi), premier March 26, broadcast during the week #13 length - 26 minutes:

PARTNER OF THE PROJECT: Hotel Levi SPA Hotel - (www.levihotelspa.fi/ru), Levi ski – (www.levi.fi/ru)

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SPECIAL PROJECT: «WORLD VOYAGE. GASTRONOMY (FINLAND)»

#1727, #1728: WORLD VOYAGE. LAPLAND CUISINE. FINLAND.

DELICACIES OF LAPLAND are only made of fresh products. The culture of making food is based on using gift of Nature typical for each season. That is why Lapland`s delicacies have special distinct taste, coming from clean and fresh ingredients. The world of north tastes consists of natural products, cooked in various ways. The most famous dishes of Levi Hotel SPA restaurant Ahku are roasted and smoked venison, grilled over on open fire or salted salmon, salted on coals coregonus, backed partridge and cloudberry with Finnish cottage cheese.

Two author TV programmes (lasting 13 minutes each) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 2 weeks. **The overall length is 156 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Lapland cuisine. Finland (1,2)»	April	26	156
PROGRAM SPONSORS: АРТЕКС, Levi Hotel Spa, Levi			
	TOTAL:		156

TV programme of "World Voyage" series #1727, 1728 "Lapland cuisine", Finland (Levi), premier April 2, broadcast during the week #14 length - 26 minutes:

PARTNER OF THE PROJECT: Hotel Levi SPA Hotel - (www.levihotelspa.fi/ru), Levi ski – (www.levi.fi/ru)

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SPECIAL PROJECT: "WORLD VOYAGE IN THE ALPS (FRANCE)"

#1609, 1610, 1612, 1613: WORLD VOYAGE. SKIING IN ALPS. AVORIAZ (FRANCE).

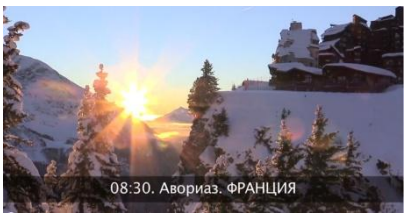
AVORIAZ is a resort in the heart of the Portes du Soleil, where car traffic is forbidden. Only horse harnesses ride along the streets, which are ski pistes at the same time. Architecture of Avoriaz is a perfect example of modernism being integrated into rural area.

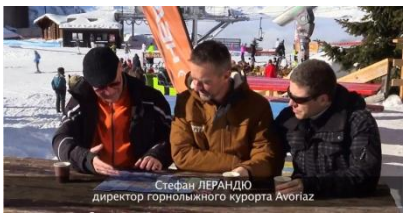
The resort blends in with the surrounding mountain landscape. All the hotels and apartments have direct access to the slope. Wooden cladding of chalets and residential buildings, a thick layer of snow: this place has everything for proper outdoor sport activities.

Four author TV programmes (lasting 13 minutes each) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 1 week. **The overall length is 312 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Skiing in the Alps. Avoriaz. France»	April	26	156
«World Voyage. Alpine cuisine (1,2). Avoriaz. France»	April	26	156
PROGRAM SPONSORS:			
	TOTAL:		312

TV programme of "World Voyage" series #1609, 1610, 1612,1613 "Skiing in the Alps", Avoriaz (France), premier April 9 and 16, broadcast during the week #15,16, length - 26 minutes:





PARTNERS OF THE PROJECT: AVORIAZ Tourist Office (http://www.avoriaz.com/ru), DE L'IMMOBILIERE DES HAUT FORTS (http://www.avoriaz-holidays.com/ru/)

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SPECIAL PROJECT: «WORLD VOYAGE. TRAVEL BY CAR (RUSSIA)»

#1616: WORLD VOYAGE. MODERN COUNTRYSIDE HOUSE. VELEGOJ (RUSSIA).

VELEGOZH is a traditional resort centre, which is situated in central Russia. Zaoksky district in Tula district is historically believed to be lucky. Its healing climate, a great number of forestlands and a slowly running the Oka river create a unique eco-system which is compared to Alpine Switzerland. The "Velegozh park" country house hotel represents the best advantages of both country houses and hotels. A comfortable place for countryside holidays, real country life without its main disadvantages, there is no need to spend your time and power to work about the house and the garden.

An author TV programme (lasting 13 minutes) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 1 week. **The overall length is 78 minutes.**

Name	Premiered	Show time, min	
		1 run	Total
«World Voyage. Modern countryside house. Velegoj. Russia»	April	13	78
«World Voyage. Farmers cuisine. Velegoj. Russia»	April	13	78
PROGRAM SPONSORS: АРТЕКС ВЕЛЕГОЖ ПАРК дачный отель			
	TOTAL:		156

TV programme of "World Voyage" series #1616 and #1618 "Modern countryside house" (Russia), premier April 23, broadcast during the week #17 length - 13 minutes:

PARTNER OF THE PROJECT: Countryside Hotel «Velegoj Park» (www.vpdacha.ru)

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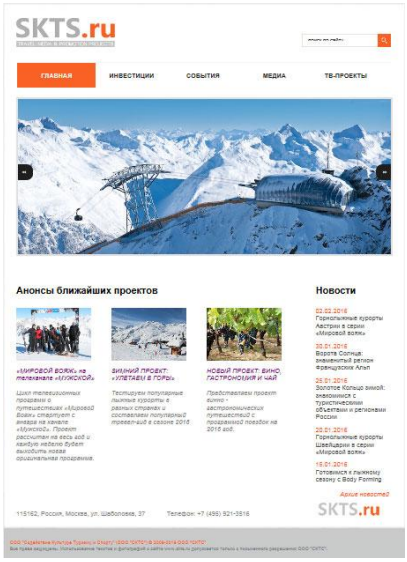
PR SUPPORT OF THE TV-PROJECT "WORLD VOYAGE" 2019.

SKI SEASON has its own well-defined time features and peculiarities. At the end of October the glaciers are opened for visiting, the official start of the season on the majority of ski resorts falls on the period from November untill December. New Year Holidays are traditionally referred to as high season. February in the Alps is the time when European holidaymakers come to ski during school holidays. Those, who love the spring sun usually end their vacations in March or April. Nowadays mountain holidays are not just about skiing. Many people consider that a wholesome holiday consists of hundreds of aspects, starting with special breakfast menu and ski service in the hotel, ending with wine testing in the huts high in the mountains.

PR SUPPORT ON OOO “SKTS” WEBSITE

Preparations of shooting trips and PR support on a turn-key basis.



www.skts.ru

“SKTS” Company performs preparations for TV projects, carrying out advertisement and PR campaigns and preparations for outdoor events and shooting out.

An individual planning of offsite shooting is undertaken, unique idea and scenario are created and all preparations for the trip are made for each project. The range of available countries is wide, from Brazil to New Zealand, from Greenland to South Africa.

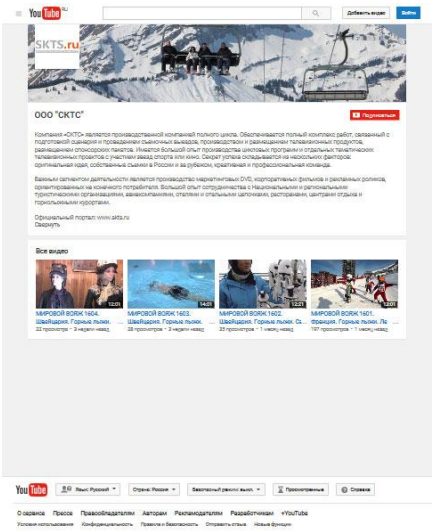
The support of TV projects is provided both by own resources of SKTS (prepared releases, post materials and photo bank on web-portal skts.ru), and by the partnership mass media.

A specialized news mailing is performed on monthly basis to more than 1'500 journalists and bloggers.

An important task of the project is preparation and publishing of the reports about conducted projects and marketing activities.

PLACEMENT OF VIDEO MATERIALS ON OOO “SKTS” CHANNEL

Prepared programmes, promotional videos of the partners and sponsors and report materials are posted on the own YouTube channel.



www.youtube.com/user/SKTSLLC

“SKTS” Company is a producing company of the complete cycle. The whole range of works is undertaken to prepare a scenario, offsite shootings, producing and disposition of TV products and sponsor's packages.

It has much experience in producing series and standalone TV projects starring sport and film stars. The secret of the success consists of several elements: an original idea, own shootings in Russia and abroad and a creative team of professionals.

The series of weekly programmes about travelling "World Voyage" started in January, 2016 on "Muzhskoy" channel. Seaside resorts and vacation, gastronomic routs and car travel remain the main themes of summer. Winter series consist of 20 releases with premieres weekly on Tuesdays in the evening prime time (8:20 p.m.). Five replays are distributed at different times on weekdays and on Saturday to achieve maximum audience coverage.

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CROSS PROMOTIONAL PARTNERSHIP PROJECTS

Within winter season 2019 cross-promotional partnership projects were held.

Wine-testing evening for the owners of Range Rover cars.

A collaborative project with a Finnish hotel Levi Hotel SPA within advertising campaign. Monthly theme wine-testing evening was held for the owners of premium-class cars with the assistance of expert sommelier of vinotheque "Vinissimo". The interest in wine and food tours has been growing rapidly. The participants of the tours get the unique opportunity to visit famous regions whose names are associated with gastronomic delights and wine producing.

Making of a number of thematic travel videos.

Thematic video materials, taken during the trip, represent touristic opportunities of Georgia and are used in advertising campaign of Georgian National Tourism Administration "Active Leisure in Georgia". A series of videos have unified style and present the main options for holidays in Georgia: Old Tbilisi, Gudauri ski resort, Kakheti's wine tour, Georgian cuisine, Borjomi. Travellers, who are going to visit Georgia are usually looking forward to tasting lobio, khinkali, chakhokhbili and of course various kinds of mtsvadi. Georgia always provides new impressions and interesting people.

MASS MEDIA SUPPORT

Rating sites of the largest publishing houses and theme publishers are selected for mass media support of the project.

Rating sites of the largest publishing houses and theme publishers are selected for mass media support of the project. Particular importance is attached to disposition of the materials through mass media and PR support of the projects. Selection of publishers, preparation of releases for press, photo preparations and the control over released materials are thoroughly carried out.

A separate direction of activity is carrying out complex advertising campaigns in Mass Media and the Internet, and organizing contests among the subscribers.

SKTS uses various media sites and cooperates with the largest publishing houses and theme publishers.

A specialized news mailing is performed on monthly basis to more than 1'500 journalists and bloggers.

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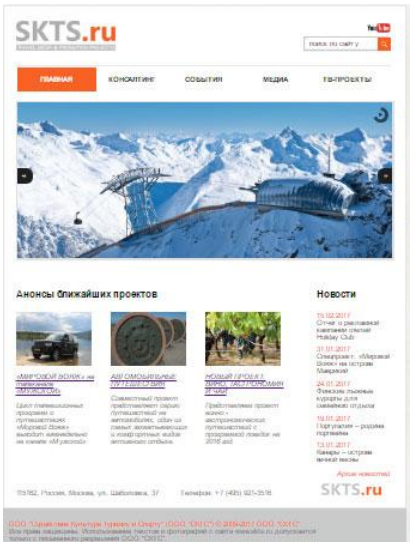
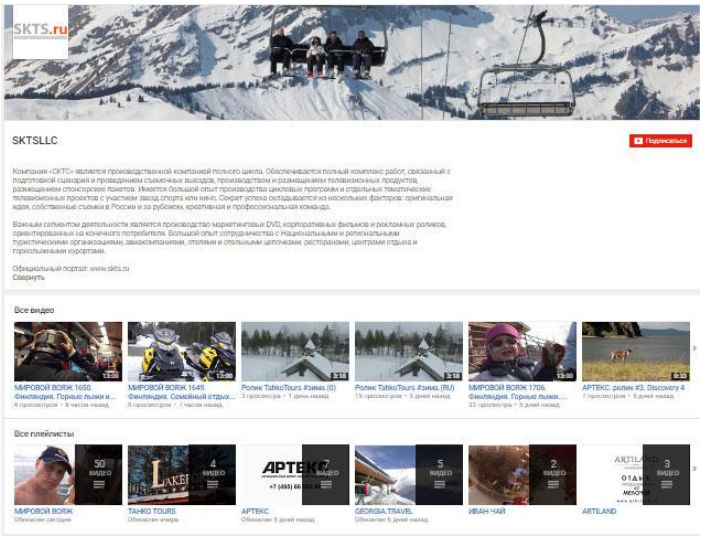
Project reports and materials on the OOO SKTS website (www.skts.ru)





CONTACT INFORMATION

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TRAVEL MEDIA & PROMOTION PROJECTS