

Most frequent FAQ RUSSIAN TRAVELLER.RU

Is translation of presentation included in the offer?

Yes, the translation of the presentation of your hotel to Russian is a part of our offer as well as the preparation of this presentation of course. Since the take-over of the materials from you we will send you the ready presentation back for your proof reading and approval within 5 days.

Why does RUSSIAN TRAVELLER.RU not have English version?

The portal RUSSIAN TRAVELLER.RU is focused on the Russian market, Russian users. At present, approximately 280 million people in the world speak Russian language. Our aim is to provide this community of people with high quality content - articles and information about various countries on a daily basis. If you have some interesting content, we will be happy to publish it.

Do you offer cooperation on the basis of margin for mediated sale?

No. RUSSIAN TRAVELLER.RU is not a reservation system like Expedia but a source of information, a provider of attractive, independent content. We think it would be the conflict of interests to sell advertising space and offer booking/sale of hotels, air tickets etc.

What is the current amount of visits and structure of readership?

Current amount of visit is almost 400 000 of unique readers per month (according to cookies), 77% women / 23% men, particularly at productive age between 25 – 50 years. Monthly increase of the amount of user is 2-5%. Marketing strategy of the development of RUSSIAN TRAVELLER.RU consists in (1) targeted advertisement within the Russian Internet, (2) public relations, (3) presentation of portal at Russian fairs and exhibitions dealing with Travel and tourism, (4) support of active readers in the form of consumers' prize-winning competitions, the loyalty program Passport.

Who are we?

The publisher of RUSSIAN TRAVELLER.RU is a Cypriot company named Primoco Limited. We have a representative office with an editors' and marketing departments in Moscow, Russian Federation. The technological backgrounds and development department are placed in Prague, Czech Republic. At present the group employs 25 people to work for the portal RUSSIAN TRAVELLER.RU. The management of the company has got more than 12 years of experience in the field of publishing and operation of the Internet media, particularly in Russia, Czech Republic, Slovakia, Germany and Austria.

Why should you target on the Russian market?

Nowadays Russia has a population of 140 million of which 36 million travel abroad every year. They visit particularly Turkey, China, Egypt, Finland, Italy, Spain, Greece, Thailand, Germany, Emirates, Czech Republic, Bulgaria, France, Cyprus, Tunisia, Poland, Croatia, Great Britain, Austria, Switzerland, Sweden, Estonia or U.S. & Canada. And the amount of travelling Russian significantly increases year by year!