



OUR TEAM,
OUR PARTNERS,
OUR SERVICES:
COMPANY PRESENTATION



- ✓ We are specialists in destination marketing and sales representation business since 2006 with an extensive experience in marketing tourist destinations, convention bureaus, DMC's/receptive tour operators and hotels.
- ✓ "Compass-Press LLC" was registered in Russian Joint Corporate Register under number 1027700376725 in January 2001. While "Compass-Press LLC" is an official legal entity name, the trade brand is "Compass-Consulting".
- ✓ Visit Maldives Corporation (VMC), Macao Government Tourism Office (MGTO), "London & Partners" (CVB for the City of London), Thailand Convention & Exhibition Bureau (TCEB) are some of the destination clients "Compass-Press" has worked with.
- ✓ Through the past 20 years we have worked with DMC's from all continents, offering market based S&M support through all market segments and focused on delivery of measurable results and return on investment.



“Compass-Press” as a company or its owner Dmitry Smirnov personally are members of the following professional Associations and unions:

**Russian Union of
Travel Industry**



**Association of
National Tourism
Offices
Representatives
(President)**



**Russian Public
Relations Association**



**Russian
Union of
Journalists**





Dmitry Smirnov:
director and owner;
Member of Russian PR
Association, Russian
Union of Journalists.
Board member of
ANTOR (Association of
National Tourism
Offices Representatives)



Alena Gurinova:
Travel trade relations,
sales representation,
B2B events (part-time)



Daria Deltsova:
PR and media
promotions
(part-time).



Yulia Grushina:
Social media
manager
(outsource).

- ✓ B2B campaigns, educational events for the trade, sales calls, door-to-door presentations, seminars. Monitoring tour operator products and packages promotions
- ✓ Online trade education campaigns, including webinars, certified destination specialist programs, etc.
- ✓ Consumer campaigns through selected online and printed media platforms, below the line marketing
- ✓ Travel fairs and road-shows, trade familiarization trips, newsletter distribution
- ✓ Media relations: press release distribution, media monitoring, press trips
- ✓ Social Media Marketing. Influencers, opinion leaders, bloggers



➤ Macao Government Tourism Office (MGTO)

Our company managed a full time official Representative for MGTO in Russia (2013-2021).

We conducted a wide and diverse promotional campaign for Macao, covering all types of B2B and B2C activities.



➤ VISIT MALDIVES CORPORATION (VMC)

PR representation in Russia and CIS markets, including building and maintaining close working relations with online and offline media, social media monitoring, developing cooperation with bloggers and influencers, managing roadshows and trade events participation.



➤ Thailand Convention & Exhibition Bureau (TCEB)

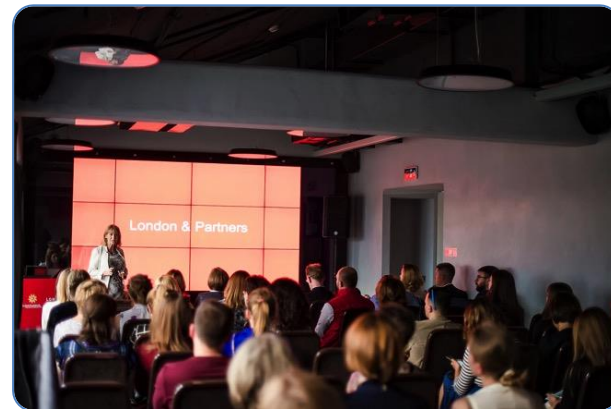
Full time representation of TCEB in Russia from 2008 to 2016, project management in 2017-2018. The work included annual MICE fam trips, sales missions and workshops in Russia, door-to-door visits to major MICE companies in Russia, coordination with Royal Thai Embassy, Thai Airways and Thailand Authority for Tourism.



➤ London & Partners

Managing projects in Russia for London & Partners (official CVB for the City of London) from 2007 to 2020, inclusive of MICE sales missions, incentive agents fam trips, Visit London presentations for Russian hosted buyers at IMEX and IBTM, MICE market research.

LONDON™
& PARTNERS



- ✓ **Representing DMC and hotel partners is a significant part of our work, wherein we extend our partners' sales efforts and work as their sales and marketing force in Russia and CIS.**
- ✓ **Our current clients' portfolio includes the following represented partners:**
 - South America Incoming:
VIPAC Peru, Furlong Incoming Argentina, Compass Brazil and Turavion Chile
 - ATRAVEL (DMC for UAE, Qatar, Oman and Saudi Arabia)
 - PURE MOROCCO DMC
 - Travel Express Egypt (part of Galaxia Group)
 - DOC DMC (Macao & Hong Kong)
 - NaturMed Carbona, Wellness/Spa Hotel, Hungary



- Our KPI's are based on the number of leads we generate, the number of RFP's we send to our partners, the number of "cold" and "warm" sales calls we make and the number of confirmed groups or leisure / tours bookings (the conversion rate).



- "Live" communication with clients: leisure TO's, OTA's, special interest travel agencies, MICE specialists. We permanently look for, source out and follow up any available business leads and work to get them converted into a confirmed business for our partners.
- Zoom sales conferences and online meetings between Russian travel trade and tourism partners abroad.
- We maintain regular communication with our rep partners to fine-tune all activities and to monitor any pending business. We submit regular summaries of our activities to rep partners along with a track of all pending requests.



Buyer-Meet-Seller Workshops



Door-to-door sales visits



Destination and product presentations



Предлагаем Вашему вниманию новости от компании Compass-Consulting. Это – информация о партнерах, которых наша компания представляет в России и странах СНГ, об их услугах и специальных предложениях.

О нас

С 2005 года Compass-Consulting представляет в России зарубежных партнеров в области туризма: национальные турфирмы, принимающие компании и отели. Подробное виртуальное путешествие по миру с нашим "компасом" – на сайте www.compass-consulting.ru, где можно познакомиться или связаться с каждым партнером.

Отдых и оздоровление в Венгрии



Мы рады сообщить о том, что с апреля этого года Compass-Consulting представляет два отеля в Венгрии: NaturMed Hotel Carbons на озере Хевью и Swift Hotel Thermal Spa в городе Шаркер на западе Венгрии. Фотографии отелей, их контакты, полезные ссылки и специальные предложения – на нашем сайте.

[Читать подробнее](#)

Сокровища Африки



Новый партнер Compass-Consulting – компания Safari Nuggets из Танзании – предлагает авторские туры и экспедиции: наблюдение за миграцией диких животных, восхождение на гору Килиманджаро, экскурсии в национальный парк Селенгети. Фотогалереи, описание и примеры типовых туров (с указанием их стоимости) можно найти на странице Safari Nuggets на нашем сайте, перейдя по ссылке ниже:

[Узнать больше](#)

Newsletters

Далекая-близкая Южная Америка



На южноамериканском континенте появился новый альянс принимающих компаний – SOUTH AMERICA INCOMING. В него вошли несколько известных региональных DMC в Аргентине, Бразилии, Перу и Чили. С прошлого года Compass-Consulting представляет эти компании в России. Познакомьтесь с ними, получите их прямые контакты, изучите специальные программы и предложения можно на нашем сайте, выбрав страну и переходя по нужной ссылке:

[Чили](#) [Аргентина](#) [Бразилия](#) [Перу](#)

Иран: универсальное решение



В апреле исполнилось ровно три года нашему сотрудничеству с иранской компанией Iran on Tour. В портфолио этого уважаемого туроператора почти три десятка проектов с российскими клиентами: от познавательных экскурсионных и тематических туров по стране до ответственных деловых мероприятий и участия делегаций российских госкорпораций и учреждений в профильных выставках в Иране.

Расчеты с Iran on Tour производятся в рублях, а наиболее интересные экскурсионные туры на русском языке можно посмотреть на сайте Compass-Consulting, просто перейдя по ссылке:

[Знакомство с Ираном](#)



Compass Consulting – коммерческий бренд ООО "Компасс-Групп", ОГРН 1027705038725, ИНН 7705364519

115182 Москва, улица Пятова Андреева 28-7-400

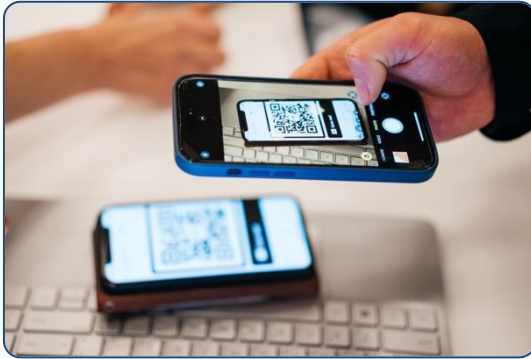
- On-going sales activity: visits to the offices, telephone calls, services update, e-mailing, follow up calls, casual networking
- Webinars
- Partners' visits to Russia for joint sales calls
- Travel and tourism events



We investigate all substantial MICE tenders and bids, trying to collect max information on every bid, including:

- Alternative suppliers contacted
- List of destinations, considered by client
- Details on the final (end) client (name of a company, meeting planner's contact info, field of business activity, type of event/meeting)





Our client database exceeds 1800 entries, distributed per type of business between several categories:

- Business travel consortia or BT professionals;
- Incentive travel houses with pure incentive and meeting planning operations;
- Leisure / charter tour operators, including those, which have distinctive MICE departments within their structure or handling small VIP high end incentive groups;
- Luxury travel agencies and small size tour operators with wide range of destination coverage;
- PR and event agencies (only for M&I segment);
- Individual meeting planners and corporate meeting planners (only for MICE);



We monitor significant internal staff movements between different companies to keep a high focus when distributing newsletters or inviting for trade events.



Training seminars, networking sessions, educational round tables and other activities conducted for and on behalf of destinations that we represent, or for our DMC/hotel partners.



➤ Compass-Consulting Travel & MICE Workshop

Two MICE travel workshops were held by us exclusively for our partner DMC's in St. Petersburg, and consisted of face-to-face meetings and team building activities to bring our MICE customers and DMC staff closer together.





We conduct regular fam trips sponsored or co-sponsored by our rep partners and industry colleagues (airlines, hotels, venues). We distinguish fam trips between different market segments (leisure travel, MICE and business travel, media etc.).



We create a shared Excel monitoring template with our DMC partners to jointly follow on all current requests, tenders and bids. Sample:

RFP Status Report - 2020

Country	Russia, Moscow
Representative	Alexander Smyshlyayev

HONEYWELL EVENTS

Request source	rcvd	Pax.	Dates	Quotation Status	End client	Contact Person	Details	Follow up	Contact details	
	Date								Tel.	E-mail
Upjet	05.02.20	500	2020 Sep 24-28; or Oct 2-6	Cancel	League of Achievements	Alexandra Bystrova	Consider UAE or Turkey (Antalya), but prefer to get a "package" deal for two groups (1000 pax) at once. 200 TWIN, 100 SGL. UPJET requested two DMC: HWE	7 (968) 7816228	a.bystrova@upjet.com	
TUI	29.01.20	40	2020 Mar 16-21 or 17-22	Cancel		Viktoriya Gorbatoва	4*, 25GL and 19TWN; meeting room 3 days; only possibility - city hotel in Heraklion. Another DMC won the tender	7 (916) 5769570	viktoriya.gorbatoва@tui.ru	
IBC Corp.	13.02.20	40	Sept 9-13, 2020	Pending client	Chelpipe (www.chelpipe.com)	Anna Olekheyko	40 pax (VIP clients of the Chelpipe, 75% men / 25% women) it's a bid between destinations (Sardinia, Marmaris, Greece and now Cyprus) Regata.	19.06.: Event still planned; client waiting for COVID situation update. Next contact 22.07	7 (495) 2237574 7 (925) 6559008	o.anna@ibc.ru
Fish Event	15.02.20	135	2020 13-16 October	Paused	HPE	Madina Khadzheva		15.06.: End client waiting for situation with COVID19 to get cleared and will resume this project. Next contact 21.07	7 (968) 8478172	madina@fish-event.ru
Jazz tour	26.02.20	45 21	20-24 April 9-12 April	Paused		Arina Mishaeva	Cyprus is a priority destination; alternative destination: Turkey, Cappadocia. The group consists of 35 years old, men. Jazz Tour additionally requested 2 DMC: Drakos, Orpheus Luxury Travel & Tours.	26.06.: Both requests "on hold" till autumn, not cancelled yet. Arina is in contact with client. NEXT FOLLOW UP: 20.07	8 (495) 775-76-76 89653335757	manager35@jazztour.ru
Bureau 1786	03.03.20	150	second part september	Paused		Angelica Bay	Cyprus is NOT a primary destination. Client is interested in Serbia. Agreed to consider Cyprus as an alternative. Needs: concept suggestion and price estimation only. It is recommended to consider the max budget as USD 160k.	18.06.: Agency is checking with end client; all requests are "frozen" at the moment. NEXT FOLLOW UP: 27.07	7 (905) 5401787 7 (977) 7091786 Дмитрий Ч. 89639704706	fomin@bureau1786.com bay@bureau1786.com
MaxiMICE	16.03.20	270	25-27.09.2020	Pending client	Client – developing company.	Emma Bondarovich Head product department	40% men – 60% women The budget is 800 euros/per person. 3 DMC involved. Cyprus is priority destination. Additionally, the client considers Southeast Asia, but already understands that do not fit into the budget. Visa countries are not considered.	26.06.: Event is still planned. Destination yet to be decided. Cyprus is still a priority destination. NEXT FOLLOW UP: 23.07	Tel.: +7 (495) 739 33 58 * 1170	Emma.Bondarovich@maximice.ru



Cora Vong

Head of PR Division
Macao Government Tourism
Office:

"Compass-Press showed a deep knowledge of Russian tourism market and successfully ran projects: from trade seminars, workshops, familiarization trips to complex promotions with online and digital platforms".



Barbara Jamison

Head of Business Development
Europe
"London & Partners"
Vice President City Marketing
"European Cities Marketing":

"I have always had the utmost confidence in Compass-Consulting's ability to adapt sales and communication campaigns to current and future trends and appreciated their honesty and ability to advise against a project that would not deliver a return on investment".



Nooch Homrossukhon

Corporate Image and
Communication Department
Thailand Convention &
Exhibition Bureau

"Compass-Press is a reliable and efficient representation partner in Russia, with great connections and access to potential clientele, along with other industry partners in Russia".



Vlad Koryagin

CEO "Baltic Travel Group".

The services of "Compass-Consulting" helped us establish close relationship with customers and assisted with all aspects of tourism marketing and representation (sales calls, participation in exhibition, fam trips, preparing RFPs, training of the clients' staff, PR activities and establishing personal relationship with key accounts. I highly recommend "Compass-Consulting" as a reliable partner. Its team would make a great asset to any travel organization.

**Dmitry Arutyunov**

General Director and CEO “Art Tour”, Russia.

“ART TOUR highly recommends Compass-Press as a representation company with an extensive knowledge and reputation within Russian tourism community.

There is a great deal of understanding and trust between our companies, which makes us not only business partners, but good and reliable supporters and friends”.

**Philipp Lookianenko**

Managing Director HRG Russia.

“Dmitry Smirnov and his team are recognized by many travel professionals and leaders of the industry in Russia as reliable and trustworthy partners, being equally professional and passionate in promoting destinations and services of their representation clients.

“Compass” is always ready to extend all type of help to Russian travel trade specialists and to share its experience and knowledge”.

**Alexey Vengin**

CEO “Profi.Travel” Russia

“Together with Compass-Press, we fulfilled a number of educational projects on the media platform of Profi.Travel. These projects successfully reached a wide audience of travel and tourism professionals in Russia.

In running our joint projects, managers of Compass-Press demonstrated a high level of professionalism and deep knowledge of Russian tourism market”.

**Maria Shankina**

Editor-in-chief TTG Russia

“Our company, “Travel Media”, being the largest Travel Trade Media organization in Russia, has a pleasure to confirm our long-standing cooperation and relationship with “Compass-Press”.

Dmitry and his team successfully operate all aspects of promotional campaigns, being a great help for us and other travel and consumer media partners, providing media with essential information and maintaining always friendly and supportive personal relations with journalists and editors”.

Destination marketing and tourism representation: never too cold to look for your new business opportunities in Russia with:



www.compass-consulting.ru/en
director@compass-consulting.ru

