

Benchmarking trip report

Benchmarking trip in the framework of development of the project “Travel corridor “Saint Petersburg-Saimaa”

**Saint Petersburg
October 3-4, 2019**

Participants: All project partners (list of participants attached) (Annex 1).

Responsible partner: Saint Petersburg City Tourist Information Bureau (PP4)

INTRODUCTION

A benchmarking meeting took place in Saint Petersburg on October 3-4, 2019. All project partners from both Russian and Finnish sides participated in this benchmarking event. This benchmarking report is the overall results and insights from the benchmarking trip.

TRIP OBJECTIVE

The objective of the trip was to conduct an internal trip for the project partners to get to know the region territory in more details and to learn about its tourism facilities in terms of promotion and creation of the final product for the target audiences and tourism market.

MAIN PART

During the project implementation period it's planned to have 3 benchmarking trips, on October 3-4, 2019 partners from Saint Petersburg were responsible for organization and conduct the meeting.

The trip itself was divided into two parts: project group meeting and cultural program. In preparation for the trip, project group meeting agenda and cultural program were prepared. All documents were sent to all partners prior to the trip. (meeting agenda and cultural program attached)(Annex 2, Annex 3).

At the project group meeting project implementation situation was discussed, additionally the preliminary results of procurement of a survey marketing research “Tourist profile” was presented.

The major milestones achieved during this meeting were as follows:

- Determined future steps for project development;
- Conception on future stages of marketing research was discussed as well as including partner's opinions about the content of forms for survey.



In order to get acquainted with the territory of the city of Saint Petersburg it was aimed to show to the project partners the sights and cuisine facilities of Saint Petersburg.

It was decided to include to the cultural program the following list of sights and cuisine facilities:

- Pavlovsk Palace with excursion;
- Pavlovsk Park with excursion;
- Faberge museum (Shuvalov palace) with excursion;
- Russian restaurant “Podvorye” (degustation session of Russian cuisine).

Additionally city tour excursion around historical part of Saint Petersburg with a professional guide was organized and conducted.

CONCLUSION

As a result of the meeting, agreements were reached on the further development of cooperation within the framework of the project and plans for its implementation in the near future.



3 October – 4 October
Project meeting
Saint-Petersburg City Tourist Information Bureau Office,
Sadovaya street 37

Programme outline and logistics

All times are local time.

Thursday 03.10.2019

Venue:

Saint-Petersburg City Tourist Information Bureau Office
Sadovaya street 37, Saint-Petersburg, Russia
Tel. + 7 (812) 242-3905

10:37 Arrival of Finish partners to Saint-Petersburg by Allegro train

12:00 Opening of the project meeting
14:00 Closing of the project meeting
- Coffee break during the meeting
14:00 – Bus boarding and departure to Pavlovsk city
15:30 – 17:00 Excursion in Pavlovsk Palace
17:00 – 18:00 Excursion in Pavlovsk Park
18:30 – 19:30 Dinner in the Russian restaurant “Podvorye”
19:30 Transfer to the hotels

Friday 04.10.2019

Meeting point venue:

Saint-Petersburg City Tourist Information Bureau Office
Sadovaya street 37, Saint-Petersburg, Russia
Tel. + 7 (812) 242-3905

9:30 Departure from Tourist Information Bureau office to the excursion (37, Sadovaya St.)
10:00 – 11:00 Excursion in Faberge museum (Shuvalov palace)
11:00 – 13:00 City tour around the city
13:00 – 14:00 Lunch
14:15 Departure to Finland Train Station
15:00 Arrival to Finland Train Station
15:30 Departure of Finish partners to Finland by Allegro train

Agenda for the project meeting days:

Day 1

Project workshop with city tour and evening program

12:00 Opening of the project meeting

- Review of partners project activities
- Current project implementation situation
- What progress has been made so far
- Finalizing detailed work plan for future actions

14:00 Closing of the project meeting
14:00 Starting of cultural program with suburb excursion to Pavlovsk city
15:30 – 18:00 Excursion in Pavlovsk Palace and Park
18:30 – 19:30 Dinner in Pavlovsk city
19:30 Closing of the first day
19:30 Transfer to the hotels

Day 2

9:30 Starting of the second day
10:00 – 13:00 Cultural program with city tour excursion and visit to Faberge museum (Shuvalov palace)
13:00 – 14:00 Lunch
14:15 Transfer to Finland Train Station
15:00 Closing of the second day
15:00 Arrival to Finland Train Station

15:30 Departure by Allegro train to Finland

