



## PRESS RELEASE

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The COVID-19 pandemic has generated a lot of talk that "the world will never be the same" and a "new reality" is coming. But Russia has managed to use this crisis **to accelerate the rebooting of the industry**, to carry out digitalization, launch digital platforms, eco-friendly solutions, and to change the approaches to organizing tourism, taking into account the specifics of each region.

**Sochi**, as one of **the largest tourist destinations** of the international travel, focuses on the development of **the key points of the post-COVID tourism**:

1. Tourism infrastructure development and improvement of the quality and safety of services provided, taking into account the new market requirements
2. Tourism ecosystem digitalization, introducing of the innovative solutions
3. Greening and ecotourism development.

To protect the guests and residents of the resort in all enterprises of the tourism and other infrastructure, **all the necessary sanitary and epidemiological measures are strictly applied.**

This approach has allowed Sochi to attract **more than 6.5 million** people **since the beginning of 2020**. In the high ski season of **2020-2021**, the resort was visited by about **1.3 thousand people**, which is **11%** more than a year earlier. During the final meeting of the interdepartmental operational headquarters for the preparation and conduct of the winter holiday season, plans for the summer tourist season were also announced. According to forecasts compiled on the basis of analysis of the dynamics of tour sales and early bookings, the **average load of Sochi accommodation facilities** will be **70-72%**, in some cases – **up to 90%**. **From May to September**, Sochi is preparing to receive **more than 4 million tourists.**

According to **Ms. Asiet Zhukova, the CEO of WOW SOCHI Group of Companies**:

“Sochi has never been so attractive to foreign tourists as it is now. Initiating direct flights between Sochi and the Middle Eastern countries, actively interacting with audiences from India, Nepal, China, and Africa, launching VIP transfers, and creating turnkey travel packages covering the gastronomic requirements, in the shortest period WOW SOCHI achieved the impossible—Sochi popularity as a world high-class resort!

Despite the massive decline in the industry, COVID-19 has proved to be an unexpected catalyst for innovation and the integration of new technologies into the industry. The pandemic-induced restrictions on international travel are generating enormous pent-up demand. Who will be more attractive when the situation is completely normalized? The one who will have the best deals and the best infrastructure.

Today, we see a global shift in the consumer behavior. Tourists are careful when choosing routes, assessing risks and increase their requests for recreation terms. This is why it is so important to provide our guests with a **SPECIAL safe service**.

To demand the new patterns of the new time, **WOW SOCHI shows flexibility, combining VIP-class service with high standards of safe recreation**. This is what we call **the Delicate Art of Hospitality** and are ready to share with our partners and guests.

We are open and always pleasure doing business with you!

Welcome to Sochi!"

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## ABOUT COMPANY

**WOW SOCHI** Group of Companies is **an inbound tour operator** with more than 13 years of experience in the travel market. WOW SOCHI is the **key organizer of the largest projects in the Krasnodar region**, aimed at the promotion of the resort city of Sochi among foreign tourists of the luxury segment.

WOW SOCHI **provides** accommodation in the best 5-star hotels, first-class resorts and recreation areas in Krasnaya Polyana and the city of Sochi, Mercedes-Benz VIP transfers, meeting the needs of even the pickiest clients.

In 2019, for **the first time in the history of Sochi**, WOW SOCHI launched a **direct flight Dubai-Sochi-Dubai**, which became a new milestone in the tourist exchange with the countries of the Middle East and the Persian Gulf.

At the Krasnaya Polyana resort, WOW SOCHI has built **a transformable event venue WOW ARENA**, which has become **a world center for event tourism**. Guests from more than 16 countries worldwide attended its opening in Sochi, many of whom were here for the first time.

**In the last 2 years, the company has received more than 30,000 foreign tourists.**

WOW SOCHI is the winner of several Russian and international awards and prizes for its contribution to the development of tourism thanks to the tremendous work done on positioning the resort city of Sochi in the Middle East.

WOW SOCHI was awarded the annual **Arabian Travel Award** in 3 nominations at once: **“Best place for recreation and entertainment”**, **“Best place for travel”**, **“Fastest growing tourist destination”**.

The winner **(I place)** in the category **“The best Partner Activation”** at the Russian MMA Awards 2019 **(WOW ARENA project)**.

The company took the **2nd place** in the regional competition of the leaders of the tourism industry **“Kurortny Olympus-2019”** in the nomination **“The best enterprise in the sphere of tour operator activities.”**

The winner of the **“Exporter of the Year-2020”** competition among small and medium-sized businesses of the Krasnodar region **(II place)**.

**In 2020**, WOW SOCHI received a certificate of acknowledgement from the Sochi City Administration **“For the contribution to the growth of inbound tourism and the development of competitive tourism products that help to increase the awareness of Sochi in the world and increase the tourist flow of foreign guests to the resorts of the Krasnodar region.”**

WOW SOCHI has representative offices and partners in India, Nepal, Sri Lanka, Israel, Dubai, China.