SKTS.ru

2018

WEEKLY TRAVEL TELEVISION PROJECT «WORLD VOYAGE»: AUTUMN-WINTER 18

Ready ideas and destinations for active travel

This project is a thoroughly made advertising campaign, which supports autumn - winter season of 2018. TV series introduce popular sea and ski resorts, ideas for family holidays, gastronomical weekends and driving trips. Each programme is a ready-made travel guide for those prefer active leisure. TV programmes from the "World Voyage" series are being rotated for 20 weeks during the whole autumn - winter season.

Project partners:

Georgia

AZORES DTM DESTINATION & TRAVEL MANAGEMENT COMPANY

CERTIFIED AZORES BY NATURE VISITAZORES.COM

stubai.at

Jagdhof SPA-HOTEL

Levi

SAIMAA GARDENS

GOSAIMAA.COM

MEETING & CONVENTION PLANNER

«WORLD VOYAGE 2017»: AUTUMN-WINTER.

WORLD VOYAGE during spring-summer season of 2018 presents popular sea 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.

SERIES OF TV PROGRAMMES: «WORLD VOYAGE. AUTUMN-WINTER»

Name	Premiered	Show time, min	
		1 run	total
#1813, #1814 «World Voyage. Countryside building (1,2)»	September 11	26	156
#1815 «World Voyage. Countryside building (3)»	September 18	13	78
#1809 «World Voyage. Azores. Wine and gastronomy»	September 18	13	78
#1807, #1808 «World Voyage. Azores islands (1,2)»	September 25	26	156
#1641, #1642 «World Voyage. Fishing in North Norway»	October 2	26	156
#1639, #1640 «World Voyage. Drive to the North Norway»	October 9	26	156
#1801, #1802 «World Voyage. Winter in Stubai (1,2)»	October 16	26	156
#1803, #1804 «World Voyage. Winter in Stubai (3,4)»	October 23	26	156
#1803, #1804 «World Voyage. Tirol cuisine. Stubai»	October 30	26	156
#1817, #1818 «World Voyage. Historical Finland»	November 6	26	156
#1747, #1748 «World Voyage. Winter in Levi. Finland (1,2)»	November 13	26	156

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#1727, #1728 «World Voyage. Lapland cuisine. (1,2)»	November 20	26	156
Levi LEVI HOTEL SPA			
#1703, #1704 «World Voyage. Winter fishing. Norway (1,2)»	November 27	26	156
#1819, #1820 «World Voyage. Travel to Thailand (1,2)»	December 4	26	156
MEETING & CONVENTION PLANNER RENAISSANCE PHUKET RESORT & SPA SOFITEL HOTELS & RESORTS KRABI PHOKEETHRA			
#1821, #1822 «World Voyage. Travel to Thailand (3,4)»	December 11	26	156
MEETING & CONVENTION PLANNER Hilton PHUKET ARCADIA RESORT & SPA HYATT REGENCY PHUKET RESORT			
#1823, #1824 «World Voyage. Thai cuisine (1,2)»	December 18	26	156
MEETING & CONVENTION PLANNER			
#1825,#1826 «World Voyage. Wine weekend. Georgia (1,2)»	December 25	26	156
Georgia			

МУЖСКОЙ

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".

TRADITIONAL NEW YEAR`S PRIME-SHOW. “WORLD VOYAGE: THE BEST OF 2018”.

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			
#1816 «World Voyage. Winter on Saimaa. Finland»	January 29	13	78
GOSAIMAA.COM SAIMAA GARDENS			
#1809 «World Voyage. Azores. Wine and gastronomy»	January 29	13	78
AZORES DTM DESTINATION & TRAVEL MANAGEMENT COMPANY CERTIFIED AZORES BY NATURE VISITAZORES.COM			

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SPECIAL PROJECT «WORLD VOYAGE. COUNTRYSIDE HOUSE»

#1813-1815: WORLD VOYAGE. COUNTRYSIDE HOUSE BUILDING.

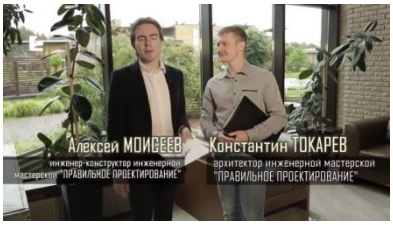
COUNTRY HOUSE OF YOUR DREAMS. According to a well-known proverb, in his life each man should plant a tree, rear a son and ... build a HOUSE! Just as we trust our health with doctors, a car with mechanics and repairs with technicians, we can't start planning a house without an architect and a designer. An expert can see the entire project and make the general plan of the site. Pile foundation is one of the most economical and fastest types of foundation. Before construction begins, it is important to understand which soils lie beneath the site, their characteristics, the groundwater level.

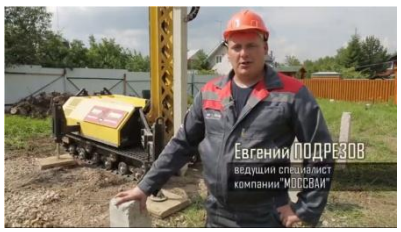
Three author TV programmes (lasting 13 minutes each) from **"World Voyage" series** was prepared and released on **"MUZHSKOY" Channel** at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 2 weeks. **The overall length is 234 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Countryside house building (1, 2)»	September	26	156
PROGRAM SPONSORS: ПРОМТЕРРА МОССВАИ			
«World Voyage. Countryside house building (3)»	September	13	78
PROGRAM SPONSORS: МОССВАИ			
	TOTAL:		234

TV programme of "World Voyage" series #1813-1815 "Countryside House Building" (Russia), premier September 11 and 18, broadcast during the week #37,38 length - 39 minutes.

инженерная мастерская
"ПРАВИЛЬНОЕ ПРОЕКТИРОВАНИЕ"
www.correctwork.ru





PARTNER OF THE PROJECT: engineering company "CORRECT WORK" (www.correctwork.ru)

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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. Azores Islands. Wine and gastronomy »	September	13	78
«World Voyage. Active travel. Azores Islands (1,2)»	September	26	156
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 September 18 and 25, broadcast during the week #38,39 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 (NORWAY)»

#1641, #1642: WORLD VOYAGE. FISHING IN NORTHERN SEA. NORWAY

REPVAG is a traditional Norwegian fishing base with well-developed infrastructure. Traditional cottages rorbu are fully equipped for leisure and independent food making. These wooden houses are also situated right beside the place where barges and motorboats are moored. Convenient location in the region of inner skerries allows to hide from ocean winds and not to feel any inconveniences during fishing. Fishing experts help to choose the right fishing tactics and gear. Everything necessary equipment for fishing and cooking the catch can be rented on the spot.

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 a week. **The overall length is 156 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Fishing in the northern sea (1,2). Norway»	October	26	156
PROGRAM SPONSORS: АРТЕКС			
	TOTAL:		156

TV programme of "World Voyage" series #1641, 1642 "Fishing and active travel" (Northern Norway), premier October 2, broadcast during the week #40 length - 26 minutes.

PARTNER OF THE PROJECT: fishermen hotel REPVAG (www.rfnorway.ru)

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

#1639, #1640: WORLD VOYAGE. CAR RALLY TO THE NORTH NORWAY.

A CAR RALLY to the north of Norway took place during "white nights" period, when the lovers of adventures head towards the sea, where trophy cod, halibut, seawolf and real Norwegian crab can be easily caught. The main spot of the trip is North Cap, the most northern point of the continental Europe. This rally goes along a specially designed route through the whole Finland with stops in Holiday Club hotels for leisure and active programmes. Fishing experts on REPVAG base help each traveller to choose suitable gear and to catch a trophy fish of their dream.

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. Car drive to the North Norway (1 and 2)»	October	26	156
PROGRAM SPONSORS: Holiday Club, АРТЕКС, Черные Камни, Русская рыбалка			
	TOTAL:		312

TV programme of "World Voyage" series #1639, 1640 "Car rally to the North" (Norway), premier October 9, broadcast during the week #41 length - 26 minutes.

PARTNERS OF THE PROJECT: hotel chain Holiday Club (www.holidayclubresorts.com/ru/), fishermen hotel REPVAG (www.rfnorway.ru), hotel «Black Rocks» (www.black-rocks.ru)

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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 3 weeks. **The overall length is 468 minutes.**

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Winter in Stubai (1и2). Austria»	October	26	156
«World Voyage. Winter in Stubai (3и4). Austria»	October	26	156
«World Voyage. Tirolean cuisine (1и2). Austria»	October	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 October 16,23 and 30, broadcast during the week #42,43,44, length - 13 minutes:

PARTNERS OF THE PROJECT: STUBAI Tourist Board (http://www.stubai.at/ru/), hotel Jagdhof (www.hotel-jagdhof.at)

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

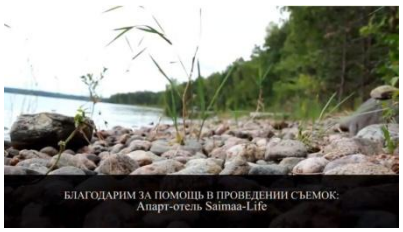
#1817, #1818: WORLD VOYAGE. HISTORICAL PLACES. FINLAND.

IN FINLAND, the members of the Imperial family spent the summer every year, taking a break from court life. Emperor Alexander III watched salmon fishing with great pleasure and went fishing himself. History says that it was here that he uttered the legendary phrase: "when the Russian Tsar catches fish, Europe can wait." Finnish Newspapers wrote that readers would not believe that the Emperor, as this mighty ruler, carries a bucket of water from the river, chopping wood, and the Empress cooks salmon soup for the whole family. A Royal holiday on Saimaa can be arranged in our days, housed in a comfortable Finnish cottage.

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. Historical places. Finland (1,2)»	November	26	156
PROGRAM SPONSORS: SaimaaLife SPORT & RELAX APART HOTEL			
	TOTAL:		312

TV programme of "World Voyage" series #1817, 1818 "Historical places" (Finland), premier November 6, broadcast during the week #45 length - 26 minutes.



PARTNERS OF THE PROJECT: aparthotel Saimaa-Life (www.saimaa-life.com)

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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. Levi. Finland»	November	26	156
PROGRAM SPONSORS: АРТЕКС, Levi Hotel Spa, Levi			
	TOTAL:		156

TV programme of "World Voyage" series #1747, 1748 "Active travel in winter", Finland (Levi), premier November 13, broadcast during the week #46 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)»	November	26	156
PROGRAM SPONSORS: АРТЕКС LEVI HOTEL SPA			
	TOTAL:		156

TV programme of "World Voyage" series #1727, 1728 "Lapland cuisine", Finland (Levi), premier November 20, broadcast during the week #47 length - 26 minutes.

PARTNER OF THE PROJECT: Hotel Levi SPA Hotel - (www.levihotelspa.fi/en)

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

#1819-1822: 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 1,2»	December	26	156
PROGRAM SPONSORS: Meeting & Convention Planner; Renaissance Phuket Resort & Spa; Sofitel Hotels & Resorts Krabi Phokeethra			
«World Voyage. Travel to Thailand. Part 3,4»	December	26	156
PROGRAM SPONSORS: Meeting & Convention Planner; Hilton Phuket Arcadia Resort & Spa; Hyatt Regency Phuket Resort			
	TOTAL:		312

TV programme of "World Voyage" series #1819-1822 "Travel to Thailand", Phuket and Krabi, premier December 4 and 11, broadcast during the week #49,50 length - 52 minutes.

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

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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)»	December	26	156
PROGRAM SPONSORS: MEETING & CONVENTION PLANNER			
	TOTAL:		156

TV programme of "World Voyage" series #1823-1824 "Thai cuisine", Thailand, premier December 18, broadcast during the week #51 length - 26 minutes.

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

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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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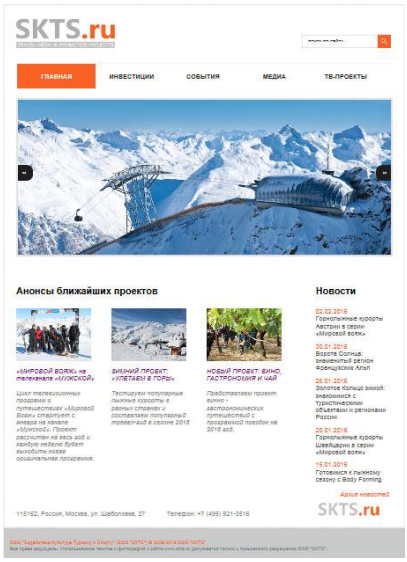
PR SUPPORT OF THE TV-PROJECT "WORLD VOYAGE" 2018.

WORLD VOYAGE during autumn-winter of 2018 presents popular sea resorts, ideas for family holidays, gastronomical weekends and automobile routes. Many travelers 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.

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.

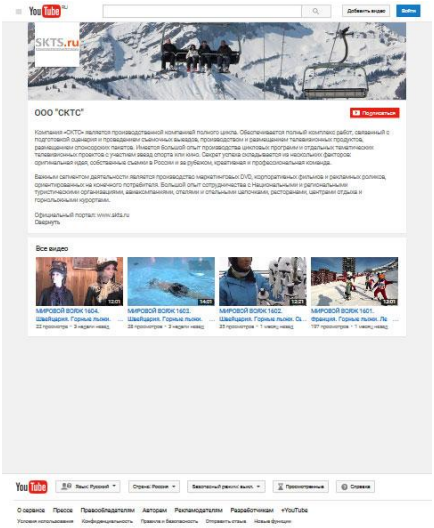
An individual planning of offsite shooting is undertaken, unique idea and scenario are created and all preparations for the trip are made for each project. The range of available countries is wide, from Brazil to New Zealand, from Greenland to South Africa.

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. Season 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.

Подготовлено ООО “СКТС” © («Содействие Культуре Туризму и Спорту»)

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CROSS PROMOTIONAL PARTNERSHIP PROJECTS

Within winter season 2018 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.

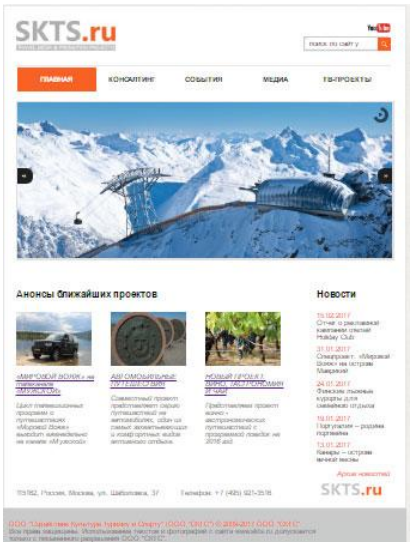
Rating sites of the largest publishing houses and theme publishers are selected for mass media support of the project. Particular importance is attached to disposition of the materials through mass media and PR support of the projects. Selection of publishers, preparation of releases for press, photo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

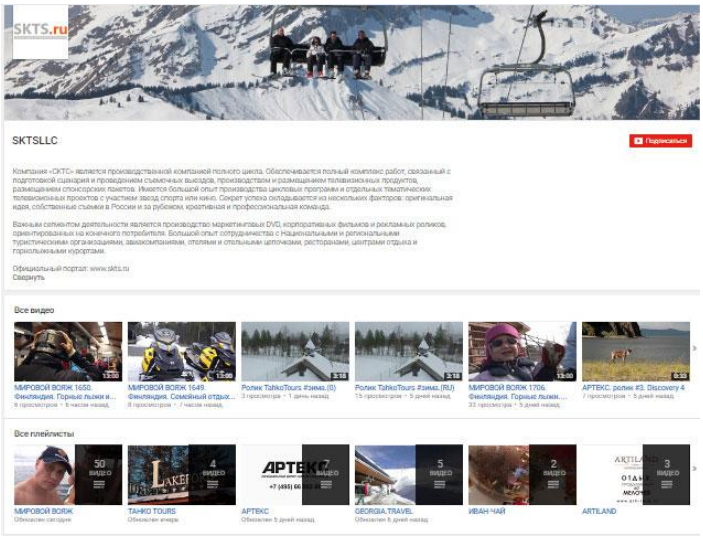
A separate direction of activity is carrying out complex advertising campaigns in Mass Media and the Internet, and organizing contests among the subscribers.

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.

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





CONTACT INFORMATION

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www.skts.ru https://www.youtube.com/user/SKTSLLC