



# Vodohod

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The company's small passenger fleet of five units of Moscow, Neva and Vodokhod types provides regular passenger transportation in the North-Western, Central and Volga Federal Districts.

## Company's ships



Vodohod is not only the leader in the number of river cruise ships in Russia and transported tourists, but also a guarantee of high standards of service quality, safety and investment in the industry of river travel. So, for its passengers the company has prepared about 250 various excursion programs.

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## River cruises

River cruises are perfectly suitable for family vacation - as a part of About 70% of the company's tourists are regular customers who the publication of Cruise Industry According to the latest study of

the trip prepared an entertainment program for adults and children. For young travelers there are children's animators on the ships, equipped game rooms, there is a special program with games and master classes.

News (an influential source of information in the industry) - 2020 European River Cruise Market Report, Vodohod is the leader of Russian river cruises with a market share of 33.8%, and also takes third place among the largest brands engaged in cruise activities on the rivers of Europe.

## Pricing policy

Vodohod tries to form advantageous offers for customers, providing discounts for early booking, the opportunity to pay in advance for part of the service in packages and at a favorable price, as well as holding

In addition, to expand the geography of passengers in 2020 launched a campaign Ticket as a Gift, which provides discounts on the cost of air and rail tickets from other cities to the place of start of navigation.

The company's products are divided into three lines depending on the price of cruises (Vodohod, Vodohod.Premium and Vodohod.Luxury) in order to meet the needs of all tourists.

regular promotions, such as Place as a gift.

Most of the company's customers buy tours 9-10 months before the start of the cruise, taking advantage of discounts in the early booking, which indicates high customer loyalty.

## Service improvement

Company Vodohod not only united under its management all links of the service chain, but also constantly expands the range of existing services, because improving the standard and quality of service is one of the priorities of the company.

The kitchen on board of Vodokhod ships has always been a kind of business card of the company. By navigation 2020 a new gastronomic system with unique solutions for all three classes of service of motor ships was developed: diversity was introduced and the gastronomic concept on all motor ships was improved, the change of which was

attended by famous Russian brand-chefs, and the service was also improved. In addition, from this year, besides new options in the menu, the ships will have new places of attraction: coffee houses with branded desserts, wine libraries and themed bars.

Moreover, the company is constantly working on improving the quality of customer service and developing additional convenient services and means of communication. Thus, especially for guests there is a mobile application and interactive TV, with the help of which you can get some travel information, watch movies, order food to the cabin directly from the screens of mobile devices, as well as listen to the audio guide, learn the schedule of excursions and much more.

Along with comfort, cuisine and quality of service, one of the priority directions of the company is the excursion and tourist filling of the product itself, because cruises are first of all trips to interesting places. The management of Vodohod in a constant mode develops new tourist directions: conquest of Yenisei, direct cruise to Solovetsky islands, an access to the Azov Sea, and in plans - Baikal and Arctic.

## Foreign tourists

Throughout its history, Vodohod maintains close ties with international partners around the world and every year welcomes on its ships several tens of thousands of people from different countries. The most popular route among foreign guests are cruises on the route from Moscow to St. Petersburg and back.

The number of foreign tourists grew by

**16%** in three  
years

Over the past three years (2017 - 2019) the number of foreign customers has increased by 16%. However, due to the current situation in the world, associated with the COVID-19 pandemic, in the season 2020, these figures will decrease significantly.

The company's ships are guaranteed service in English, French, German, Spanish and Italian - in each city on the route there is a professional guide with one of these languages, on board customers are assisted by guides and escorts who speak foreign languages. For groups with rarer languages, the company provides a free place for a tour operator, who helps clients with translation if necessary.

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Domestic market share is

**33,8%**

# Contacts



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