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Wedding Bustle

Wedding tourism in Russia today is becoming a prominent part of the experience economy. It is no longer just about choosing a beautiful venue for the celebration, but rather a complete itinerary that combines travel, culture, gastronomy, service, and the couple's personal story. For the regions, a wedding becomes an opportunity to reveal their identity through traditions, natural landscapes, historical estates, local cuisine, and crafts. For the tourism industry, this is a promising sector capable of attracting guests, developing small and medium-sized businesses, and creating new reasons for interregional interest.

Moscow holds a special place in this system. The capital serves as a showcase for modern wedding formats and, at the same time, acts as a magnet for couples from all over the country. Here, the formal ceremony can take place in a classic wedding palace, a historic estate, a museum space, a park, an observation deck, or another iconic city location. This variety of choices turns the wedding into part of a grand Moscow itinerary, where it is not just the date and location that matter, but the very atmosphere of the city.

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Moscow proudly hosted the 3rd All-Russian Wedding Festival “Russia. Connecting Hearts” on July 8–9, 2026, in celebration of the Day of Family, Love, and Fidelity. The National Center RUSSIA serves as a platform that highlights weddings as a key element of the nation's cultural and tourism appeal. By bringing together couples from various regions, industry experts, and visitors, the festival demonstrates that a family's history can start with a trip, making the wedding itself an exciting way to rediscover Russia.

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