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Yulia Anderson: “WTC Is a TOP -100 Best Russian Wedding Venue”

The World Trade Center Moscow (WTC) on Krasnaya Presnya has always been seen as a venue for business events. Indeed, it frequently hosts various congresses, conventions, and roundtables, including events featuring heads of state. However, over time, the decision was made to launch the WTC Moscow Wedding Project (WTC Wedding). Today, this project is well known in the Russian wedding market. Its head, Yulia Anderson, spoke about the success of this business development in Moscow in an interview with BM.Moscow Foresight.

- Is it true that despite old superstitions, May remains the most popular month for weddings? Could you share your statistics on this?

- Recently, Moscow Deputy Mayor Anastasia Rakova announced that city registry offices received around 40,000 marriage applications for the period from May to September this year. Out of these, more than 12,000 couples chose June.

In 2025, during the peak season from May to September, WTC Wedding hosted 144 weddings. This accounted for more than 60% of all celebrations held within the project throughout the year.

My 10 years of experience working in the Wedding Project shows that June to September is the perfect time for weddings, including outdoor ones, because of: warm weather, long daylight hours and, in our case, the wonderful chance to celebrate in a

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beautiful, picturesque location right in the center of Moscow.

That being said, I wouldn't discourage future newlyweds from having their wedding in, say, October or February. Celebrating the wedding during the off-season or on unpopular dates (like weekdays) allows the couple to significantly optimize their wedding budget. Many vendors are willing to offer more flexible terms, and there is also a good chance of booking your dream photographer, videographer, host, or cover band. We are no exception, and we are also preparing special offers for newlyweds.

- Many media outlets have repeatedly claimed that the wedding industry is currently "stalling"—that the number of marriages is steadily declining and many couples prefer to live together without marriage registration. What do you think influences the wedding industry, and do you see a slowdown in growth rates?

- If you recall, the demand for weddings spiked sharply toward the end of 2020, and Moscow saw an increase in the number of registered marriages. In 2022, the wedding industry experienced some turbulence again. After that, I can note that a gradual growth began in 2023, while 2024 and 2025 became record years for us in terms of revenue and the number of weddings. Overall, this trend also correlated with the demand for corporate events in Moscow.

I can proudly say that WTC Wedding hosts about 250 weddings a year. This year, we can feel a slowdown in growth rates, but it is still too early to draw conclusions since the season has just begun.

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- 250 weddings per year is quite a lot! Please, tell us more about the project.

- For weddings, we offer 8 unique venues suitable for both events in a small family circle and grand celebrations, accommodating from 10 to 700 guests. The hallmark of our Wedding Project is its seamless logistics—everything you need for your wedding is right here in one complex. And, of course, our location offers truly stunning views.

We are situated in a picturesque spot on an embankment of the Moscow River, right next to Krasnaya Presnya Park—a true oasis among the skyscrapers. Our panoramic windows open up to breathtaking views: on one side, you can see the heart of the capital with New Arbat and the iconic Stalin-era skyscrapers, and on the other, the futuristic Moscow-City business district.

You can host your wedding in one of our beautiful halls, enjoy a photoshoot around the historic grounds of the World Trade Center Moscow (WTC), and then spend the night in a room at the five-star Plaza Garden Moscow WTC hotel, where your guests can also be comfortably accommodated. Additionally, our spacious parking lot for 2,000 cars is a true luxury for the center of Moscow. This ultimate convenience saves your time, reduces transport costs, and—most importantly—keeps your wedding planning completely stress-free.

- It is well known that summer brings a higher demand for outdoor weddings. What options do you have for couples?

- During the summer season, our ultimate flagship is the Summer Veranda, which completely transforms with just one click. The roof and walls open up fully, allowing guests to enjoy the outdoor celebrations. It is one of the top wedding venues in Moscow and an ideal spot for an outdoor wedding ceremony.

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- The wedding season is in full swing in Russia. Pairs are gradually starting to plan their celebrations and look for venue options. However, experts are already talking about a new trend for 2026 – newlyweds opting out of lavish celebrations in favor of small weddings. Is this actually true?

- One can probably agree that more and more couples are ditching large-scale celebrations in favor of small events. By the way, this is happening not only in Russia; it is a global trend. And it is not a new one, either. This tendency has been persisting for several years now.

- One of the owners of a major wedding agency once said: "I am often asked, how much can a modern wedding cost? Exactly as much, I reply, as you are willing to spend on it!" Do these words align with the WTC Wedding philosophy?

- In my view, emotions are what matter most! The couple themselves decides whether it will be a lavish celebration or a wedding dinner surrounded by their closest loved ones. After all, you'd like to believe that such a holiday is planned only once, while the emotions and impressions last a lifetime.

Speaking in broad strokes, the budget can be distributed roughly in this ratio: 35% for the menu and venue, 35% for decor and lighting equipment, and 35% for the entertainment program. As for the cost of a celebration at our venues, the choice of the hall and the banquet part varies depending on the number of guests. All other expenses depend on the format of the event, as well as the wishes and possibilities of the couple. Once the format is clear, the percentage ratio may shift toward one item or another.

In 2025–2026, a significant increase in prices has indeed been observed across the market. This price growth is systemic: the costs of food, alcohol, and contractor services have risen, and these expenses continue to be indexed annually. However, I would like to emphasize once again that during the off-season, you can host a celebration on very favorable terms.

- Now we are really curious about the team behind these record results ...

- The project involves a whole team that is constantly growing, participating in industry events, and winning awards. We are ranked among the TOP 100 Best Venues in Russia, we were finalists in the Wedding Awards for "Best Venue for Large-Scale Events," and winners of the White Wedding Awards for "Best Venue for Grand-Scale Events.

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We treat all our couples with warmth and care. Our banquet managers support them throughout the entire project, and on the day of the event, the head waiter step in to coordinate the team`s work, monitor the food service, keep everything on schedule, and help the couple and their guests have an unforgettable day.

The brand chef of WTC Moscow, Mikhail Kuznetsov, describes his culinary style as "Moscow Fusion," which combines different cuisines from around the world. He strives to constantly discover new things in global culinary arts and inspiring his team with exciting ideas and passing on his experience. At WTC Wedding, we offer more than 5 ready-made set menus for the couple to taste. Upon request, the chef himself is ready to design a custom menu tailored to the couple's preferences.

The cakes by the WTC Moscow pastry chef, Denis Sherbak, and his team deserve special attention. Passionate about their craft, they stay on top of the latest trends and are ready to bring any culinary masterpiece to life based on the couple's sketches.

- Yulia, what are you particularly proud of in the WTC Wedding project?

- I am so glad that our WTC Wedding project has grown so much over the last few years, and this is all thanks to our large, dedicated team. We help create not just events, but memories that last a lifetime!

* Photos provided by World Trade Centre Moscow (WTC) press service

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