

PUBLIC REPORT PROMTPRESS

Channel audit

Mosturizm

**@moscomtourism**

Key info about tourism in Moscow Channel of Moscow City Tourism
Committee Contact @msctourismbot <https://welcome.moscow>
Registered in Roskomnadzor list:...

SUBS

70 367**-17** per monthERR (% WHO SEE
POSTS)**4.0%**per day **1.6%**

REACH/POST

2.3Kad reach **1.1K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. The subtitle shows the period it covers.

 SUBS 70 367 —	 SUBSCRIBER REACH 3.28% avg % subs see post	 VIEWS/POST 2.3K median 2K · 29 days	 POSTS/WK 14.5 over period
 7D TREND -14.2% vs prev week	 REACTIONS/POST 9.8 only 606 reactions, 547 reposts, 0 comments	 POST LENGTH 824 chars median 947 · 29 days	 POSTS ANALYZED 62 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -17 last month	 CITATION INDEX 624 citation index · 1,221 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Mosturizm» – 70 367 subs. Each post averages 2.3K people (3% from subs), reach is low – expand audience. Publishes 14 posts/week (~2/day) – regular. Week Jun 29 – Jul 5 reach dropped by -14.2% by week Jun 22–28 – analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **62** posts over 29 days.
- 02 Dominant format — **Photo** (50/62 posts).
- 03 Avg post length — **824** chars (median 947).
- 04 Peak audience activity — **Saturday**, 14:00 MSK.
- 05 Top posts gather **4x** more views than the weakest (6.2K avg top vs 1.4K worst) — among 62 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 10:37 PHOTO  Moscow Tourism and Rospotrebnadzor Sign Cooperation Agreement It will improve service quality...	VIEWS 7 460 REPOSTS 22	REACTIONS 8 ER 10.6%
Nº2 17.06 · 10:04 PHOTO  Active Citizen to Pick Winners of 'Show Moscow!' Contest Voting for best tourist routes has started...	VIEWS 5 914 REPOSTS 9	REACTIONS 3 ER 8.4%
Nº3 03.07 · 14:15 PHOTO  Moscow Strengthens Ties with India In 2025, 109K Indian travelers visited Moscow: flow fully...	VIEWS 5 288 REPOSTS 28	REACTIONS 19 ER 7.5%

Nº4 27.06 · 11:04 PHOTO  Moscow and Shenzhen Agree on Tourism Cooperation Moscow signed a memorandum with Shenzhen – one of...	VIEWS 5 162 REPOSTS 16	REACTIONS 24 ER 7.3%
Nº5 11.06 · 11:10 PHOTO  Tourist Flow to Moscow from Far Abroad Up 12% From Jan to Mar 2026, the capital welcomed nearly 6M tourists. More...	VIEWS 5 134 REPOSTS 7	REACTIONS 15 ER 7.3%

|

WORST 3

↓ 07.07 · 13:50 VIDEO  Summer – Time for Opportunities! 'Summer in Moscow' offers events and special deals from city businesses. Over 4500...	VIEWS 1 439 REPOSTS 3	REACTIONS 5 ER 2.0%
↓ 07.07 · 15:06 PHOTO  Story of an Estate: A Palace Unchanged for Two Centuries On Delegatskaya Street hides an estate that has preserved its...	VIEWS 1 409 REPOSTS 10	REACTIONS 8 ER 2.0%
↓ 03.07 · 15:16 VIDEO  'Summer in Moscow': Where to Go on Weekends On Jul 4-5, guests enjoy festivals, sports, concerts, and more...	VIEWS 1 354 REPOSTS 3	REACTIONS 4 ER 1.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

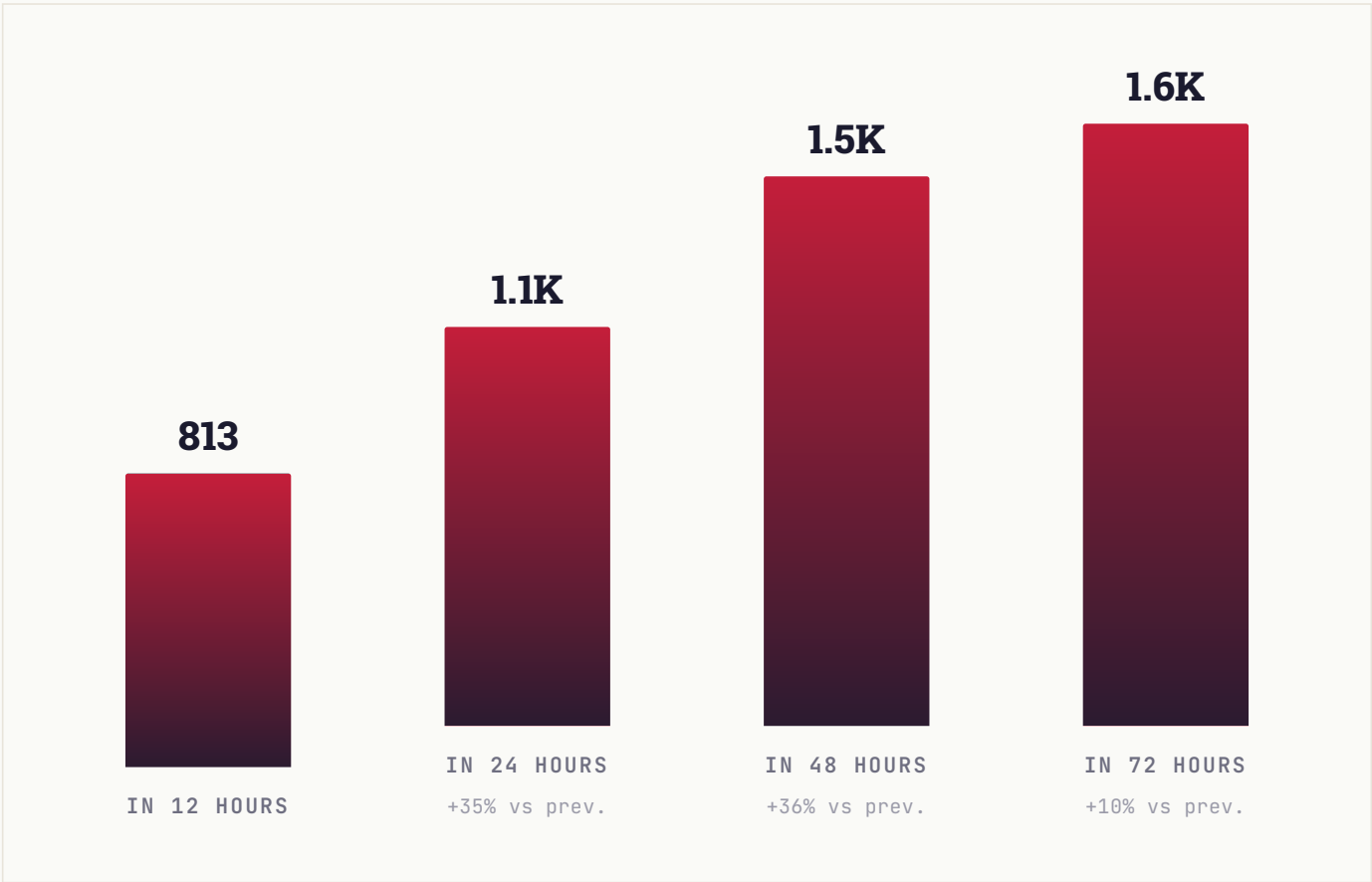
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBS
M- Moscow - where to go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.8K
OT Ozon Travel	398.9K
MO Mosturizm YOU	70.4K

COMPARATIVE INSIGHT

Channel not yet outside top-96 niche — early growth stage. Niche leader — Moscow - where to go | Events (1.2M), top-96 median: 151.6K. First goal — enter top-96 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **387**, they brought **23 942** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	17	17	839
December 2025	51	34	867
November 2025	29	27	1 555
October 2025	81	63	14 878
September 2025	95	42	992
August 2025	114	46	4 811

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
387	6	23 942

SECTION 07 · NICHE COMPARISON

Where your channel ranks in its league

Took top-100 channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Saturday
Audience most active on this day at 14:00 MSK. | EFFECT
Best time for an important post |
| 02 | Increase video post share
Video in Telegram keeps audience longer and is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains audience better |
| 03 | ER below niche benchmark — rethink formats
Current ER 3.28% vs norm 7.5%. Try polls and interactive formats. | EFFECT
+4.2pp ER |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000 subs |
| 05 | Test polls and interactive formats
Posts with polls/reactions usually boost ER by +5-15%. One poll per week on a hot topic — easy win. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager