

the city, said Alexis Delaroff, managing director of Accor Russia-CIS.

"St. Petersburg, Yaroslavl and Kopri-no Bay (in the Yaroslavl region) have at least 50 percent leisure customers (up to 90 percent), but Omsk, Samara or Moscow have a majority of business travelers - up to 90 percent of the total number of customers," he said.

Based on a hotel's location, the company decides whether its target clientele should be business or leisure travelers, Delaroff said. A location such as Moskva City, where the stream of

business travelers is much larger, is different from a tourist-oriented resort destination.

In an increasing number of cases, however, business and leisure can overlap.

"More and more, businessmen that are on vacation spend time doing business, and they need good wi-fi, good Internet and telephone connections, and support," Delaroff said.

Air travel is another major sphere that caters to business travelers, both in airlines and proprietary aircraft. Beechcraft, an airplane manufacturer based in Wichita, Kansas, specializes in jets and turboprop planes for a variety of clients.

In Russia, the company's customer base can be divided into three broad sections, said Scott Plumb, Beechcraft's vice president for Europe, the Middle East and Africa: individuals or corporations; "special missions," such as air ambulance services; and regional airlines.

The company's turboprop line is especially suited for remote airstrips in Russia, he said.

"More than half of [Russian and CIS] airports are too short for jets or are what we call 'unimproved,' or a surface which is grass or gravel, which [Beech-

craft's] King Air [turboprops] can go in and out of suitably, but [are] not available for jets," Plumb said.

Company officials can spend time more productively by flying directly to these airstrips, which are much closer to their ultimate destination, instead of city airports, he added.

Business services on Russian airlines have grown over the past two decades, both on the ground and in the air.

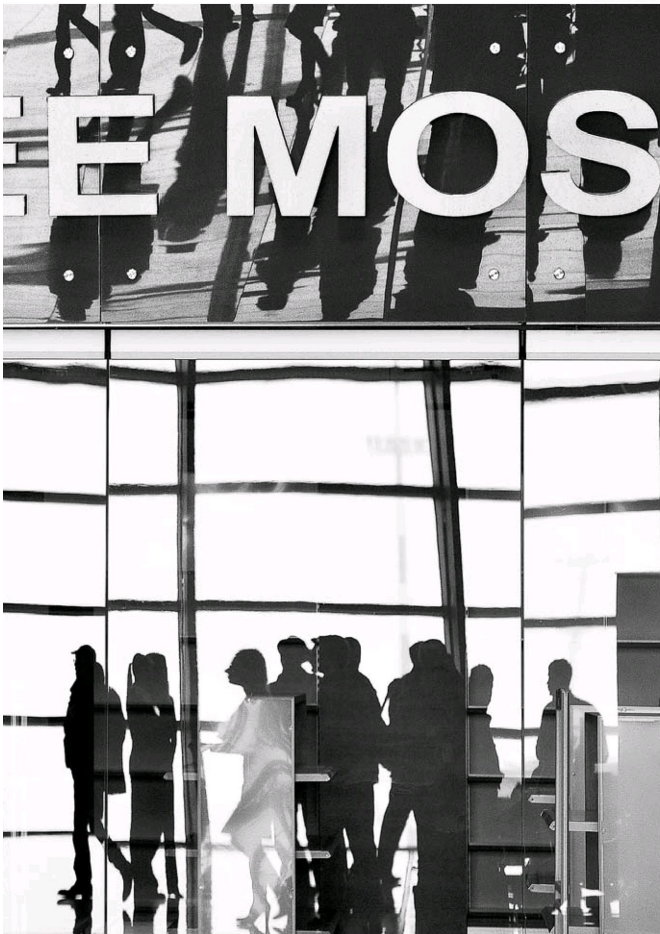
Aeroflot offers eight different lounges for frequent fliers or business-class travelers at its Sheremetyevo Airport hub. The main

facilities offer amenities such as shower rooms, food and drinks, and personal computers with free access to the Internet.

On board, the company offers two different business classes. In the Premier class, for flights of up to six hours, offerings include a restaurant menu and mobile and Internet access on select aircraft.

The long-haul President class presents seats that recline to a full horizontal position, food and drink service when desired, and wi-fi Internet access on selected flights. **tmm**

## Between 2000 and 2012, Russia outstripped other Eastern European countries with 14.8 percent growth, though it is forecast to fall to 7.6 percent between 2013 and 2017



Stambler, partner Tatiana Pole-Carew and Karpati are behind Know-How

## A one-stop English shop

Nathan Gray themoscownews



Mistakes are very difficult to avoid when communicating in a second language, unless one is exceptionally good at languages.

Most of us native English-speakers (I hope) are too polite to laugh outright at Russians' efforts to communicate in our first language, instead offering understanding and, when asked, tips. Sometimes, though, garbled translations are just too amusing: A bilingual menu I recently saw listed "beef language" among the restaurant's meat dishes.

Know-How English Language Services is here to help native Russian-speakers with the finer points of professional and colloquial English. Founded this past June by Moscow News intern Maria Stambler and her husband, Andrew Karpati, the company capitalizes on their experience teaching English in Moscow's extremely competitive language schools market, as well as their knowledge of marketing, law and communications.

Their inspiration came from exploring what was missing in Moscow's market.

"We realized that there are language schools, translation companies, study abroad and other consulting firms, but not really a company that would provide all these (and more upon demand) under one roof," Stambler said.

Another reason for starting the company was dubious practices they had witnessed in some language schools, both directed at employees (such as themselves) and at students.

Commitment to customer service lies at Know-How's heart, to the extent that their teaching does not consist of set "courses," but in building a curriculum around individual students' or small groups' interests and needs. Stambler and Karpati have experience teaching major business and government clients, and their teaching staff has experience with students of all ages, as young as 2.

Beyond teaching, the company can help with translations, advice on study and degree programs in English-speaking countries, test preparation, and any other English-related service a client requires. Prices vary, since the nature of the classes and services depend on the customers' individual needs, but start at 2,500 rubles for general English and 3,200 rubles for specialized English for a 90-minute class.

For more information, see the website at knowhowenglish.ru. Eventually, we can hope beef tongue will replace beef language on Moscow's menus. **tmm**

## Teaching does not consist of set 'courses,' but of a curriculum built on students' needs