23rd Moscow International Travel & Tourism Exhibition
23-26 March 2016
Expocentre, Moscow, Russia

Post Show Report

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About the exhibition

Russia’s number 1 tourism exhibition

MITT, the international travel and tourism exhibition, is the largest tourism exhibition in Russia and the CIS.

Exhibiting at MITT is an opportunity to:

• find new partners and clients among visitors – representatives of travel agencies, tour operators and other participants of the tourism industry
• increase sales and significantly expand sales geographies
• present new destinations and services to the largest audience of tourism professionals

This particular exhibition, MITT, is a very good B2B platform for us and our shareholders. It is an opportunity for us to get in front of the right people at the right time – the beginning of the summer tourism season.

Russia and the CIS market represent almost 25% of our hotel guests - that is a huge number and the second largest market for Sharjah. Although Russian visitor numbers are down, their length of stay has almost doubled from 2014-2015 so this has made up for the short fall – it is very impressive and compensated for the decrease in numbers.

Khalid Jasim Al Midfa, Chairman of the Sharjah Commerce and Tourism Development Authority

Exhibitors

1,624 companies from 182 countries and regions of the world, including 50 regions of Russia

Visitors

28,035 visitors from 77 regions of Russia and 97 other countries

Exhibition space

53,000 sqm in 7 pavilions and halls
Exhibitors

1,624 companies from 182 countries and regions of the world, including 50 regions of Russia

Exhibitor profile

Exhibitors at MITT are:
- Tourism boards
- Tour operators
- Travel agencies
- International real estate companies
- Airlines/ Cruises / Car rental companies
- Sightseeing and attractions
- Hotels/ Accommodation/ Lodging
- Travel technology providers
- MICE
- Luxury tourism operators
- Destination management companies
- Educational tourism providers

Despite the crisis, this year we’ve experienced unprecedented demand for the MITT exhibition from Japanese operators. At the present time, all space at our stand has been sold out. We consider MITT as a platform for negotiations. In 2016, we now have a lot of proposals for business meetings. We hope that they will be productive.

Valentin Shestak, Deputy Director, Japan National Tourism Organisation

Destinations represented

Albania, Algeria, Argentina, Armenia, Austria, Azerbaijan, Bangladesh, Belarus, Botswana, Brazil, Bulgaria, China, Croatia, Cuba, Cyprus, Czech Republic

Dominican Republic, Egypt, Finland, France, Germany, Georgia, Greece, Honduras, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Jordan, Kazakhstan, Kenya, Kyrgyzstan, South Korea, Lebanon, Macedonia, Malaysia, Maldives, Malta, Morocco, Mexico, Mongolia, Montenegro, Myanmar, Nepal, Netherlands, Norway, Panama, Philippines, Poland, Portugal, Russia, Senegal, Singapore, Slovakia, Slovenia, Spain, Sri Lanka, Sweden, Sudan, Tajikistan, Thailand, Tanzania, Tunisia, UAE, UK, Ukraine, USA, Uzbekistan, Vietnam

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The exhibition puts particular emphasis on developing internal and inbound tourism. Attracting thousands of Russian and international tour operators, MITT identifies the potential for inbound and internal tourism and acts as a real ‘window’ for tourism opportunities in Russia.

For the third year in a row, the Altai Krai was the exhibition’s Partner Region. The Kemerovo and Kirov Regions, as well as the City of Sevastopol, exhibited for the first time.

Representatives of the tourism industry were particularly interested in the regions of the North Caucasus presented at a group stand with support from the Ministry of North Caucasus Affairs.

Major exhibits were presented by the resorts of Rosa Khutor, Gorky Gorod (Sochi), Sviazhsky Hills (Tatarstan), Sheregesh (Kemerovo Region), Belokurikha (Altai), Armkhi (Ingushetia), Kazinoy-Am (Chechnya), Gorny Vozdukh (Sakhalin), and others.

At MITT 2016, the Russian Pavilion presented around 50 Russian resorts and regions from Kaliningrad to Kamchatka: Sochi, Moscow and the Moscow Region, Veliky Novgorod, and Rostov on Don, the Vladimir, Kaluga, Tula, Lipetsk, Kemerovo, Kirov, Nizhny Novgorod, Smolensk, Vologda, Arkhangelsk, Kaliningrad, Irkutsk, and Murmansk regions, as well as the cities of St Petersburg and Sevastopol, the republics of Stavropol, Altai, Krasnoyarsk, Kamchatka, Chechnya, Tatarstan, Adygea, North Ossetia, Ingushetia, Dagestan and Crimea, the Sakhalin Islands and many more.
Visitors

28,035 visitors from 77 regions of Russia and 97 other countries

Visitor profile

Representatives of travel agents, tour operators, travel technology providers and booking systems, hotels and accommodation, MICE as well as private customers.

Geography of visitors

The majority of visitors came from the following regions:

- Altai Krai
- Altai Republic
- Amur Region
- Arkhangelsk Region
- Astrakhan Region
- Bashkortostan
- Belgorod Region
- Buryatia
- Chelyabinsk Region
- Chechnya
- Chuvashia
- Dagestan
- Irkutsk Region
- Ivanovo Region
- Kabardino – Balkaria
- Kaliningrad Region
- Kalmikia
- Kemerovo Region
- Khabarovsk Krai
- Khakassia
- Khanty-Mansiysk
- Autonomous Region
- Krasnodar Krai
- Krasnoyarsk Krai
- Komi Republic
- Kurgan Region
- Kursk Region
- Lipetsk Region
- Magadan Region
- Mari El Republic
- Moscow, Moscow Region
- Murmansk Region
- Nizhny Novgorod Region
- North Ossetia-Alania
- Novgorod Region
- Novosibirsk Region
- Omsk Region
- Orenburg Region
- Penza Region
- Perm Krai
- Primorsky Krai
- Republic of Adygea
- Republic of Karelia
- Rostov Region
- Sakha Republic
- Samara Region
- Saratov Region
- Sevastopol
- St. Petersburg, Leningrad Region
- Stavropol Krai
- Sverdlovsk Region
- Tambov Region
- Tatarstan
- Tomsk Region
- Tyumen Region
- Udmurtia
- Ulyanovsk Region
- Vladimir Region
- Volgograd Region
- Voronezh Region
- Yamalo-Nenets Autonomous Region
- Yaroslavl Region

Comments from our tour operators are positive and more optimistic than last year. Compared to the first day at the event last year, there has been more than 30% increase in reservations for Spain. This year, like always, it is an honour for us to be here at MITT. There are some great people and it’s a great show for business. We realise that it is the best and biggest fair in Russia and it is an opportunity for all the regions of Spain to come together to promote the variety of Spanish destinations.

Luis Boves Martin, Director, Spanish Embassy
Visitors

More than 75% of visitors attended for professional purposes

Suppliers and services of interest to visitors

- Russian outbound tour operators: 61%
- Russian inbound tour operators: 58%
- Foreign inbound companies and hotels: 50%
- Russian hotels and other accommodation: 40%
- Online booking/payment systems: 29%
- Air transport: 28%
- Medical services abroad: 21%
- Travel insurance: 16%

Visitor breakdown

By area of business
- 42% | Travel agents
- 26% | Tour operators
- 10% | Hotel / accommodation
- 3% | Travel technology providers and booking systems
- 2% | Air transport

By level of responsibility
- 34% | Owner/director
- 10% | Deputy director
- 16% | Head of a division
- 40% | Manager/specialist

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**Business Programme**

On 24 March, the 8th Moscow international tourism business summit took place with support from the Russian Union of Travel Industry (RST)

The summit brought together representatives of tourism companies and chains, directors of tourism offices for cities and resorts, the insurance and banking sectors, carriers, consulting companies, and tourism services.

**MITT Summit Tourbusiness:**
- leading speakers from the tourism market
- delegates from 26 regions of Russia
- 87% of delegates are owners or senior managers in tourism companies

"At the event, there were not only important expert speakers, but also an interested audience… and it was a large audience!"

Marina Rozanova, speaker and Executive Director, Profkurort, sponsor of MITT Summit Tourbusiness

"I would like to mention that despite the challenging economic times, MITT Summit was attended by senior figures representing the tourism business from many regions, who came to share their experience – the hall was full."

Nadezhda Makatrova, speaker at MITT Summit Tourbusiness and General Director, Konkretika

A special session for hoteliers – MITT Summit Hotel – took place on 24 March

The unpredictability and new opportunities that have opened up for the hotel business in Russia made it an interesting year. More than 120 professionals from 37 regions of Russia came together to discuss strategies for developing their hotels. The best speakers gave delegates new ideas and atypical solutions, and helped them consider their businesses in a new light.
Official Support

Partner Region

Partner Resort

Official Partner

Russian Ministry of the North Caucasus

MIT Summit Official Sponsor

MIT Summit Partners

Official B2B Partner

Official Travel Support

Official Media Partner

Media Partners

Official Support

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MITT takes place with support from federal bodies, the Government of Moscow, and international organisations.

A VIP reception for tourism ministries, embassy delegations, heads of tourism offices, tour operators and international press took place on the opening day of MITT 2016. This provided an opportunity for journalists to speak to heads of tourism ministries and national tourism offices informally.

Ambassadors from countries participating in MITT attended the VIP reception. In all, more than 300 VIP guests enjoyed the event. The high calibre of attendees ensured unique opportunities for discussions and establishing new business contacts.

MITT is in a class of its own in terms of other professional industry events. It is a lively event and over the years has established itself as one of the main professional forums in the country, bringing together representatives of the tourism industry in Russia and Eastern Europe.

MITT puts special emphasis on promoting inbound tourism, which creates many opportunities for developing the tourism industry in the country’s regions. MITT 2016 once again took place at a very high level and will contribute to the further development of the tourism industry.

V. R. Medinsky
Minister of Culture of the Russian Federation
# MITT Annual Awards 2016

On the first few days of the exhibition awards are given for the following categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Award</th>
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<tbody>
<tr>
<td>Best stand</td>
<td>• BSI Group</td>
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<tr>
<td></td>
<td>• Mriya Resort &amp; Spa, Crimea</td>
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<td></td>
<td>• Sharjah</td>
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<td>Best stand by a region of Russia</td>
<td>• Adygea, the Committee for Tourism and Resorts</td>
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<td>Best newcomer</td>
<td>• Abkhazia, the Ministry of Resorts and Tourism</td>
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<td></td>
<td>• Honduras</td>
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<td>Best presentation of destination</td>
<td>• ALEAN national tour operator</td>
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<td></td>
<td>• TURESPANA</td>
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<td>Best stand display</td>
<td>• Uzbekistan</td>
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<td></td>
<td>• Iran</td>
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Certificates were awarded to:

Newcomer award:  
- PortAventura  
- South Aegean Region  
- Kemerovo Region Tourism-Recreational Cluster  
- Sporthotel Hotel Complex

Best presentation of a country:  
- Azerbaijan  
- Kazakhstan

Europe's leading destination:  
- Italy

Best stand display:  
- Morocco

Best presentation of a tourist destination:  
- Tunisia  
- Tatarstan

Best presentation of a beach destination:  
- Montenegro

Best presentation of an Asian destination:  
- Korea

Best presentation of a Medical Tourism destination:  
- Korea

Best presentation of a SPA destination:  
- Hungary

Best Car Hire Service:  
- Avis Budget

Best presentation of a region:  
- Catalonia

Stand presentation award:  
- Sri Lanka

Responsible tourism award:  
- Norway
Welcome to MITT 2017!
We wish you a successful summer season and look forward to meeting you at 24th Moscow International Travel and Tourism exhibition
14-16 March 2017, Moscow

For more information on exhibiting, please contact:
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