



2014

ITETravel&Tourism

POST SHOW REPORT

Mitt

21st Moscow International Travel and Tourism Exhibition

19 – 22 March 2014

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Travel & Tourism
Exhibitions in
Growing Markets
.....



Event Overview

Held annually, MITT is Russia's largest travel and tourism exhibition for international companies to promote themselves to the Russian outbound travel and tourism market.

For the past 20 years, MITT has become a well-established industry event and is now one of the top 5 travel exhibitions in the world.

Quick Facts



Exhibitors: 2,056

Participating countries and regions: 198

Visitors: 37,436

Exhibition space: 57,737 sqm (gross)

Media support: 387 journalists



Russia's No.1 tourism exhibition



MITT 2014 Partner Country:



Exhibitor Profile

- Tourism Boards
- Tour Operators
- Travel Agencies
- Medical Tourism
- International Real Estate
- Airlines/ Cruises / Car Rental
- Sightseeing and Attractions
- Hotels/ Accommodation/Lodging
- Travel Technology
- MICE
- Luxury Tourism
- DMCs
- Educational Tourism



13% increase in international exhibition space in 2014



Countries and Regions

Exhibitors represented 198 countries and regions, including:

A Albania, Algeria, Andorra, Argentina, Armenia, Australia, Austria, Azerbaijan
B Bangladesh, Belarus, Belgium, Bhutan, Brazil, Bulgaria **C** Cambodia, Cape Verde, Chile,
China, Colombia, Costa Rica, Croatia, Cuba, Cyprus, Czech Republic **D** Dominica,
Dominican Republic **E** Egypt, Estonia, Ethiopia **F** Finland, France **G** Georgia, Germany,
Great Britain, Greece, Guam, Guatemala **H** Hungary **I** Iceland, India, Indonesia, Iran,
Ireland, Israel, Italy **J** Jamaica, Japan, Jordan **K** Kenya **L** Laos, Latvia, Lebanon, Lithuania
M Macau, Macedonia, Malaysia, Maldives, Malta, Mariana Islands, Mauritius, Mexico,
Montenegro, Morocco, Mozambique **N** Nepal, Netherlands, Nicaragua, Norway
P Peru, Philippines, Poland, Portugal **R** Romania, Russia **S** San Marino, Serbia,
Seychelles, Singapore, Slovakia, Slovenia, Spain, Sri Lanka, Sweden, Switzerland **T** Taiwan,
Tanzania, Thailand, Tunisia, Turkey **U** UAE, Ukraine, Uruguay, USA, Uzbekistan **V** Vietnam



Newcomers: Algeria, Azores, Bangladesh, Balearic Islands, Brazil, Cambodia, Canary Islands, Cape Verde, Iceland, Laos, Mozambique, Peru and Rhodos

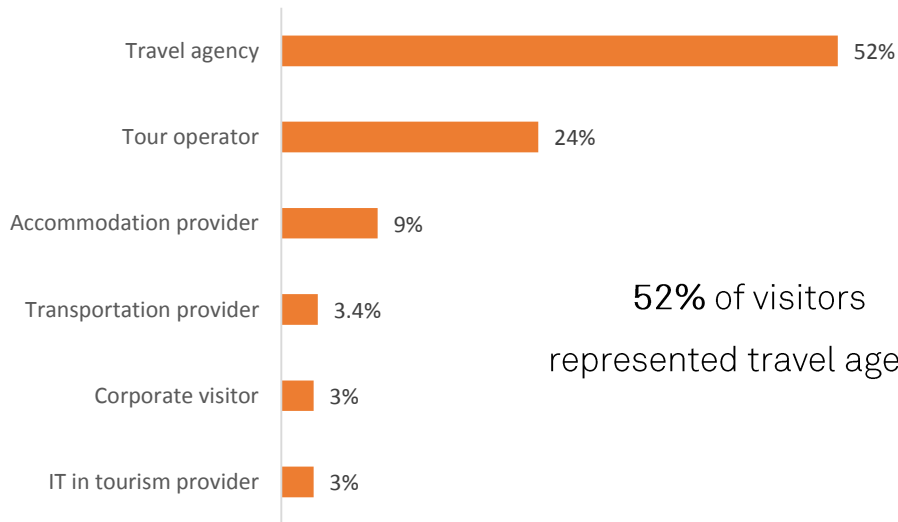


Visitors

Over four days, **37,436** visitors attended MITT 2014. **74%** of visitors were travel industry professionals.



Visitors by Company Type*



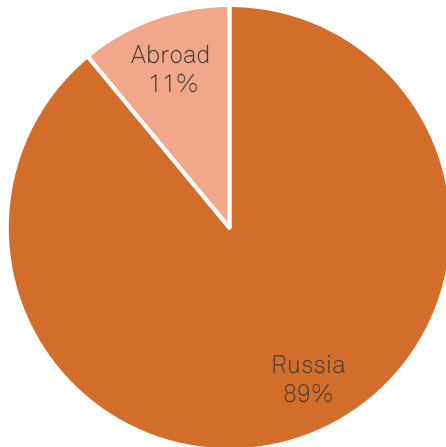
52% of visitors represented travel agents

70% of visitors were responsible for outbound tourism



*Statistics taken from MITT 2014 visitor survey

Origin of Visitors*



Visitors were predominately from the following regions:

- Moscow
- Yaroslavl
- St.Petersburg
- Nizhny Novgorod
- Vladimir
- Tula
- Tver
- Kaluga
- Smolensk
- Ryazan



99% of visitors would recommend MITT to a colleague

*Statistics taken from MITT 2014 visitor survey

Visitors by Job Title*

26% of visitors were at a CEO/Director level

46% of visitors were at a managerial level



VIP Cocktail Reception

Ministers and senior members of governmental associations networked at the first MITT VIP cocktail reception. The reception brought together Tourism Ministers, ambassadors, directors of tourism boards, Russian tour operators and travel journalists.

Representatives from Argentina, Brazil, Cambodia, Croatia, Czech Republic, Holland, India, Italy, Germany, Greece, Guam, Guatemala, Kenya, Latvia, Malta, Macau, Mauritius, Namibia, Nicaragua, Peru, Philippines, San Marino, Slovakia, South Africa, Tunisia, Uruguay, USA, Uganda, Zimbabwe and many other countries were present.



Official Opening Ceremony

Exhibitors congregated at the official opening ceremony to mark the 21st edition of MITT. Speakers included Mr Andrea Babbi, General Manager of ENIT, Italy, the Partner Country of MITT 2014.



Meetings Industry – NEW SECTOR

A new sector and key topic of MITT 2014 was ‘Business Tourism’. The sector attracted 60 international meetings, incentive, conference and exhibition suppliers.

The **Russian Meetings Industry Forum** was held alongside the event. The forum represented the first event in Russia devoted to the promotion of congress services, as well as improvement of theoretical knowledge and practical skills in event management.

Russian and international experts covered a range of topics, including: the basics of organising meetings; taking a creative approach in business to fund development and return on investment; building cooperation with professional service agents, and much more.

230 delegates attended the Forum



60 exhibitors
from 17 countries



Medical Tourism Sector

Medical tourism is one of the fastest growing sectors of the Russian travel industry, as the increasing health-conscious population seeks more advanced technology, better healthcare and/or faster medical services abroad.

Exhibitor Profile:

- Health resorts
- Rehabilitation centres
- Diagnostic centres
- Private and state medical clinics
- Consulting and insurance companies

The **5th Moscow Medical & Health Congress** (MHTC) was held within MITT. International experts shared knowledge and discussed the latest market news and analysis.



100 participants
from 20 countries



MITT Awards Ceremony

The MITT 2014 Awards Ceremony congratulated exhibitors for their contribution to the event. Winners of the MITT 2014 awards included:

- **Best newcomer:**
Brazil Tourism Board, Embratur
- **Best stand:**
Malta Tourism Authority
- **Best presentation of a destination:**
Sharjah Commerce and Tourism Development Authority
- **Best regional presentation:**
Rhodos Tourism Promotion Organisation
- **Best stand display:**
Italian National Tourism Board, ENIT
Tunisia Tourism Board



The Dominican Republic officially sponsored the MITT Awards Ceremony

Testimonials

"We feel that Russia is a very important market for us. Around 86,000 Russians visited the Maldives last year. We have been participating at MITT for many years and the feedback is very positive from our colleagues. MITT is a place for business!"

Albrahim Asim, Deputy Director, Visit Maldives

"In the first two days we have already contacted the top 10 tour operators in Russia."

NEWCOMER Nuno Fortes, Marketing Officer, Mozambique Tourism

"We've had a very good movement of visitors, wholesalers and media who have regularly attended our stand over the past two days. MITT is one of the shows that is getting more important for Costa Rica. The show is going very well and we expect in future to have more companies participating."

James F Heilyn, Marketing, Essential Costa Rica

"The interest that we have seen gives us every reason to consider exhibiting next year. MITT is clearly a very professional exhibition which is on par with the WTM exhibition and other international travel fairs."

NEWCOMER Albert Jonsson, Ambassador, Embassy of Iceland in Moscow

"This is the most important touristic event in the ex-Soviet Union. We have 30 active participants and over 150 Catalan representatives here. I've observed visitors at MITT 2014 are even more professional than usual."

Josep M Perramon, Director of East European Countries, Catalan Tourist Board



To read more exhibitor testimonials, visit www.mitt.ru



Testimonials

“Russia became a priority market for Brazil last year and in 2013 we had over 25,000 Russian tourists. I’m sure that we are going to confirm our participation for 2015 and I’m thrilled to have received an award for the best newcomer.”

NEWCOMER Marco Antonio de Britto Lomanto, Director of Products and Tourist Destinations, Embratur, Brazil

“Throughout the years we find that MITT is an excellent place for us to promote Israel and to promote our interest in Russia. Russia is growing tremendously for us and after scanning the various options in the market we decided to be at MITT because it works the best. We have around 600,000 Russians every year visiting Israel and the numbers are growing.”

Pini Shani, Deputy Director of Marketing, Ministry of Tourism, Israel

“Russia is a key strategic long haul market for us; the latest figures show that from September 2012 to September 2013 we had approximately 75,000 Russians travelling through our airport – this is more than a 10% growth from the previous year! When we look at travel exhibitions, MITT is one of the key events. Our co-exhibitors find MITT a useful platform to stand in touch with existing customers as well as to make new business.”

Jaisey Yip, Senior Manager, Changi Airport Group



To read more exhibitor testimonials, visit www.mitt.ru



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Pacific Asia Travel Association



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Council



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Thank you to our international media partners



For information on how you can become a partner of MITT 2015, e-mail tm@ite-exhibitions.com





WE LOOK FORWARD TO SEEING YOU AT MITT 2015

The 22nd Moscow International Travel & Tourism Exhibition will take place on 18 – 21 March 2015 at the Expocentre in Moscow, Russia.

For more information, please contact:

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Organiser



ITE Group Plc are one of the world's leading organisers of international trade exhibitions and conferences.

The Group organise over 230 exhibitions and conferences each year worldwide. ITE was established in 1991 when its founders launched a series of trade exhibitions in Russia and the CIS.

Today, these markets remain an area of considerable strength for the group. ITE has a portfolio of travel events in Russia, Ukraine, Kazakhstan, Azerbaijan, Turkey and India.

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ITE Travel Exhibitions



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ITE Travel & Tourism

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TOURFEST
23-24 September 2014
Novosibirsk, Russia



MITT
18-21 March 2015
Moscow, Russia



ASTANA LEISURE
24-26 September 2014
Astana, Kazakhstan



UITT
25-27 March 2015
Kyiv, Ukraine



UITM
1-3 October 2014
Kyiv, Ukraine



AITF
2-4 April 2015
Baku, Azerbaijan



IITT
16-18 January 2015
Mumbai, India



SITT
16-18 April 2015
Novosibirsk, Russia



EMITT
22-25 January 2015
Istanbul, Turkey



KITF
22-24 April 2015
Almaty, Kazakhstan

For more information, please contact:

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10 exhibitions
in 6 countries