

# Mitt 25

ANNIVERSARY

## 25th Moscow International Travel & Tourism Exhibition

13–15 March 2018

Expocentre, Moscow, Russia



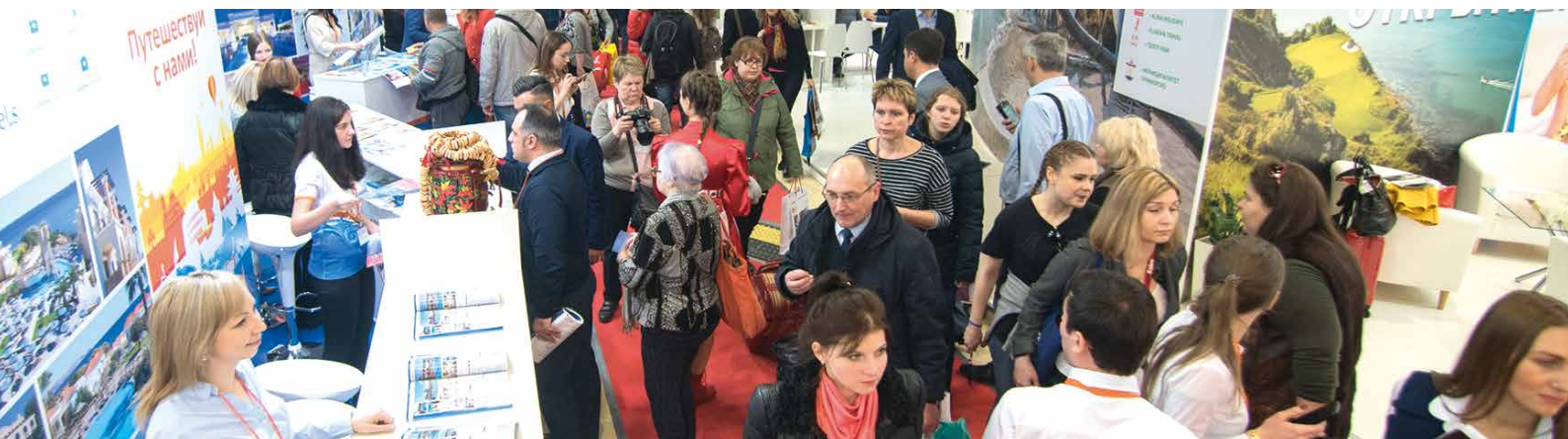
## Post Show report 2018

Organised by



[www.mitt.ru](http://www.mitt.ru)







## About the exhibition



**Exhibitors > 1,799 companies from 239 countries and regions**

**Visitors > 22,777 specialists from 91 countries, 80 regions of Russia**

**Exhibition area > 40,000 square meters in 7 pavilions and halls**

**Media > 170 Russian and 55 foreign journalists from 90 Russian and 30 foreign media outlets**

## No.1 Tourism Exhibition in Russia

The 25<sup>th</sup> MITT International Exhibition, the biggest tourism exhibition in Russia and the CIS, was held successfully in 2018.

Each year the exhibition gets bigger and better. We can compare the MITT exhibition with international exhibitions in Berlin, London and Madrid. And I can say that, when we compare it to such events, the MITT exhibition gives a good account of itself and in no way do we fall below the standards set by other international exhibitions, whether in the number of participants or the number of visitors. It looks good, and is interesting, has a lot of stands and a huge capacity.

**Viktor Topolkaraev**  
General Director of Intourist National Tourism Company

**Exhibiting in MITT gives the opportunity:**

- > to find new partners and clients among the visitors, who include representatives of tourist agencies, tour operators and other firms operating in this sector
- > to increase sales, and significantly extend your geographical reach
- > to offer new destinations and services to the largest possible audience of specialists

Every year the exhibition is attended by the most important companies in the tourism business, both in Russia and around the world. It is here, before the beginning of the tourist season, that the main players in the market present their new programs and their main areas of focus.

## Exhibitors



Exhibitors >

1,799 companies from 239 countries and regions

### > Exhibitor profile

- > Leading outbound, domestic and inbound tour operators
- > National and regional tourist boards
- > Hotels, hotel chains and organizations offering other types of accommodation
- > Airlines and other transport companies
- > Representatives of search systems and tour booking services

### > Countries represented at the exhibition

Abkhazia	Iran	Palestine
Azerbaijan	Ireland	Philippines
Albania	Israel	Poland
Belarus	Italy	Portugal
Bulgaria	Jamaica	Russia
Bosnia and Herzegovina	Jordan	Romania
Botswana	Kazakhstan	San Marino
Brazil	Kenya	Serbia
Bhutan	Kirghizstan	Slovakia
China	Korea	Slovenia
Croatia	Madagascar	South Africa
Cuba	Macau	Spain
Czech Republic	Malaysia	Sri Lanka
Cyprus	Maldives	Tajikistan
Dominican Republic	Malta	Thailand
Egypt	Montenegro	Tanzania
France	Morocco	Tunis
Germany	Moldavia	Turkey
Greece	Mongolia	UAE
Georgia	Myanmar	USA
Great Britain	Nepal	Uzbekistan
Hungary	the Netherlands	Venezuela
India	Norway	Vietnam

” People probably associate our company with the MITT exhibition, because we’ve been participating in it every year for as long as we can remember. The exhibition has always been a key event for our agents and no other event would be able to bring together in a single forum such a large number of partners.

Yana Muromova  
Deputy General Director Anex Tour

” This is not the first year we have participated in the MITT exhibition. This exhibition gives us the chance, first and foremost, to have B2B meetings with our partners and agents. We consider that MITT is the most dynamic forum for different regions of Russia to present their products, tours and proposals at an international level.

Anastasia Babiy  
Specialist in relations with tour agencies,  
Baikalika Tour Operator



# Russian Pavilion



The exhibition plays an important role in developing domestic and outbound tourism. By bringing together thousands of Russian and foreign tour operators, MITT makes the potential for both outbound and inbound tourism clear, and is a real showcase of Russia's tourism potential. In 2018 more than 60 Russian regions and resorts from Kamchatka to Kaliningrad demonstrated their tourism potential.

**The Russia Pavilion occupied one of the main halls of the Expocentre** and attracted a lot of attention from professionals in the sector. New participants in the exhibition included the Chukotka and Yamalo-Nenets Autonomous Areas, Novosibirsk, Magadan and Penza Regions, and the Altai Republic.

For the first time, the exhibition hosted the contest "Best Video of a Russian Region". The winner, Tula Region, was chosen by votes cast by visitors to the exhibition's web site [www.mitt.ru](http://www.mitt.ru), and was awarded a prize. More than eight thousand people voted in the contest.

## Exhibitors in the Russia Pavilion include:

Sochi and the three main resorts of Krasnaya Polyana - Gorky Gorod, Rosa Khutor and Gazprom Mountain Resort Centre; the Federal cities of Moscow, Saint Petersburg and Sevastopol; Velikiy Novgorod and Rostov-on-Don; Moscow, Vladimir, Kaluga, Tula, Lipetsk, Nizhny Novgorod, Smolensk, Arkhangelsk, Voronezh, Kaliningrad, Irkutsk, Leningrad, Oryol, Murmansk, Ryazan,

Volgograd, Tver and Ulianovsk Regions; Altai, Krasnoyarsk, Krasnodar, Kamchatka, Stavropol and Primorye Territories; the Republics of Ingushetia, Bashkortostan, Buryatia, Karelia, Tatarstan, Adigeya and Crimea; Sakhalin Island, and many others.



## Visitors



Visitors >

**22,777 specialists from 91 countries,  
80 regions of Russia**

### > Visitor profile

Representatives of tourist agencies, tour operators, operators of search systems and tour booking services, hotels and organizations offering other types of accommodation, and corporate clients.

### > Geography of visitors

Altai Territory  
 Arkhangelsk Region  
 Astrakhan Region  
 Belgorod Region  
 Bryansk Region  
 Vladimir Region  
 Volgograd Region  
 Voronezh Region  
 Zabaikalsky Territory  
 Ivanovo Region  
 Irkutsk Region  
 Kabardino-Balkar Republic  
 Kaliningrad Region  
 Kaluga Region  
 Kamchatka Territory  
 Karachay-Cherkess Republic  
 Kemerovo Region  
 Kirov Region  
 Kostroma Region  
 Krasnodar Territory  
 Krasnoyarsk Territory  
 Kurgan Region  
 Kursk Region  
 Leningrad Region  
 Lipetsk Region  
 Magadan Region

Moscow  
 Moscow Region  
 Murmansk Region  
 Nizhny Novgorod Region  
 Novosibirsk Region  
 Omsk Region  
 Orenburg Region  
 Oryol Region  
 Penza Region  
 Perm Territory  
 Primorye Territory  
 Pskov Region  
 Republic of Adigeya  
 Republic of Altai  
 Republic of Bashkortostan  
 Republic of Buryatia  
 Republic of Dagestan  
 Republic of Kalmykia  
 Republic of Karelia  
 Republic of Komi  
 Republic of Crimea  
 Republic of Mari-El  
 Republic of Mordovia  
 Republic of Sakha (Yakutia)  
 Republic of North Ossetia  
 Republic of Tatarstan  
 Republic of Tuva  
 Republic of Khakassia

Rostov Region  
 Ryazan Region  
 Saint-Petersburg  
 Samara Region  
 Saratov Region  
 Sakhalin Region  
 Sverdlovsk Region  
 Sevastopol  
 Stavropol Territory  
 Tambov Region  
 Tver Region  
 Tomsk Region  
 Tula Region  
 Tyumen Region  
 Republic of Udmurtia  
 Ulyanovsk Region  
 Khabarovsk Territory  
 Khanty-Mansiysk Autonomous Area  
 Republic of Chechnya  
 Republic of Chuvashia  
 Chukotka Autonomous Area  
 Chelyabinsk Region  
 Yamal-Nenets Autonomous Area  
 Yaroslavl Region

” In terms of its scale and the number of participants, MITT is on the level with the world's most important tourism exhibitions. MITT has set high standards for 25 years. I hope that it will continue to be, as it has been in the past, an effective forum for business, that attracts potential exhibitors and visitors, and that it will remain as hospitable as it always has been.

Igor Kozlov  
 General Director  
 Click Voyage



## Visitors



Visitors >

**57% of the specialists visit  
no other exhibitions in the sector**

### > Visitor breakdown

<b>44%</b>		Travel Agency
<b>17%</b>		Tour operator
<b>8%</b>		Organizer of business travel and corporate events
<b>8%</b>		Hotel / Accommodation
<b>3%</b>		IT solutions for the tourism industry
<b>2%</b>		Medical centre/clinic
<b>18%</b>		Air travel, insurance, management in the tourism sector, the hotel industry, international cooperation

### > By level of responsibility

<b>30%</b>		Director of company/owner
<b>12%</b>		Deputy Company Director
<b>15%</b>		Head of department/team
<b>38%</b>		Manager/specialist
<b>5%</b>		Sole proprietor

### > Suppliers and services of interest to visitors\*

<b>57%</b>	<div></div>	Package deals offered by tour operators
<b>55%</b>	<div></div>	General information on the tourist destination
<b>51%</b>	<div></div>	Hotel offers
<b>40%</b>	<div></div>	Services provided by hosting tour operators
<b>33%</b>	<div></div>	Offers by airlines and other transport companies
<b>26%</b>	<div></div>	Business travel and corporate event organization services
<b>22%</b>	<div></div>	Medical treatment in Russia and abroad
<b>20%</b>	<div></div>	IT solutions for tourists
<b>15%</b>	<div></div>	Insurance services for tourists
<b>10%</b>	<div></div>	Car rental

\*The visitor questionnaire uses a multiple choice question format

## Business programme



Visitors >

**3,951 specialists attended the exhibition's business programme**

### > Key facts

- > 111 speakers
- > 16 conference sessions
- > 75 hot topics
- > 3 groups of events running concurrently
- > New event formats
- > Unique market analysis
- > Content that focuses on easy-to-follow practical examples

### MITT. Tourism business 365

As part of its wide-ranging strategy to transform and develop its business, in 2018 ITE is continuing to upgrade its business programs.

The exhibition program was aimed at specialists in the tourism market and included events involving unique analysis and practical case studies led by recognized experts in the market, using completely new formats ranging from interactive talk shows to educational programs.

The new expanded exhibition concept was given the name "Tourism Business 365". This concept is based on the assumption that an exhibition of this high level will represent the full spectrum of tourism services, including all seasons and all types of travel, instead of just focusing on the mass market summer segment. This concept was also reflected in the business program – the information and skills that participants learned will help them stay ahead of their competitors in the coming year. One new event was a special session on alpine ski tourism, led by heads of leading companies in this market: Rosa Khutor, Club Med, Tez Tour and Jet Travel.

### The sessions included:

- > **Analytical session:** Outbound tourism in Russia – an annual review of trends in the market
- > **MITT Digital** – sessions focusing on how modern digital and marketing technologies are used and applied in the tourism industry
- > **MITT Hotel Summit** – an analytical and training session led by hoteliers and representatives of tourism companies, which is now a traditional part of the exhibition
- > **MITT Academy** – a 3-day educational program, which includes more than 30 seminars and panel discussions on a wide range of topics related to the tourism industry

### For the first time in MITT:

- > **Travel Trends** – a review of trends in the development of the tourism market, and how these impact business management
- > **Session on alpine ski tourism** – discussion session on alpine ski tourism as an increasingly popular form of travel and a developing area of business
- > **Market Shocks** – large-scale panel discussion with senior managers of leading tour operators on the subject of upheavals in the market and their consequences
- > **Family Business in Travel** – an interactive talk show with representatives of the family tourism business.







## Partners and Sponsors

### DESTINATION PARTNER



### EXHIBITION SPONSOR



### PARTNER REGION



### OFFICIAL INSURER



### BUSINESS PROGRAMME PARTNERS



### OFFICIAL MEDIA PARTNER



### OFFICIAL B2B PARTNER



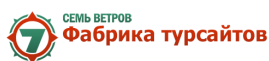
### EASTERN EUROPEAN PARTNER



### MITT ANNUAL AWARDS CEREMONY PARTNER



### MEDIA PARTNERS



### SUPPORTED BY





## Official Support



The MITT exhibition has traditionally been supported by federal state bodies, the Moscow City Government and international organizations



The Ministry  
of Culture of  
the Russian  
Federation



The Federal  
Agency  
for Tourism



Federation  
Council



State  
Duma



Moscow City  
Government



"For a quarter of a century the Moscow International Travel and Tourism Exhibition / MITT has been a key professional event in the tourism sector, and has demonstrated our country's enormous tourism potential. This is where the main players in the market announce all the new and interesting developments of the previous year: new programs, new prices, and new directions. I am confident that the exhibition will, as in the past, promote the growth of international tourism."

V.R. Medinsky, Minister of Culture of the Russian Federation



"I am confident that the 2018 MITT exhibition will make an important contribution to the strengthening of partnerships between participants in the tourism market from different countries in the world, that it will become a starting point for promising joint projects, and will help tourism continue to develop as a highly profitable and rapidly growing sector of the economy. I congratulate the exhibition on its 25th anniversary from the bottom of my heart."

O.P. Safonov, Director of the Federal Tourism Agency



"In the name of the Russian Union of the Travel Industry, I welcome all tour organizers, participants and guests to the 25th Moscow International Travel and Tourism Exhibition / MITT 2018. I am confident that this major MITT exhibition, with its wide-ranging business program, will promote the development of interesting new directions in tourism, the development of domestic and international tourism, and the creation of modern hotel complexes and services."

S.P. Shpilko, President of the Russian Union of the Travel Industry



"I am happy to announce that the National Congress Bureau is, for the first time, a partner of MITT, and this has not just happened by chance. The exhibition is a key arena for B2B relations in the tourism sector. This is a place where important business contacts are established and developed, and decisions are made concerning the future development of the sector as a whole."

A.V. Kalachev, Director of the National Congress Bureau



# MITT Annual Awards 2018







**MITT ANNUAL AWARDS**  
ceremony partner



## The Winners are:

### Best Debut

- Altai Republic
- Yamalo-Nenets Autonomous Area
- Chukotka Autonomous Area
- Magadan Region
- Republic of Tajikistan
- Novosibirsk Region
- Penza Region
- Sarajevo
- South Africa
- Brazil

### Best Stand

- VIP International
- Bulgaria
- Thailand
- Korea

### Best Stand of a Russian Region

- Republic of Tatarstan

### Best Presentation of a Tourist Destination

- Republic of Belarus
- Dubai
- Italy
- ENIT

### Best Presentation of a Company

- Intourist National Tourism Company

### Best Presentation by a Region of Russia

- Krasnodar Territory

### Best Video of a Russian Region

- Tula Region

### Best Spa Destination

- Slovenia

### Best Beach Holiday Destination

- Greece
- Sri Lanka
- Cuba

### Best Destination for Cultural Tourism

- Catalonia

## Exhibition Organizer

**ITE** ITE in Russia

The MITT exhibition has been awarded first place in all the categories of the prestigious Russia-wide ranking of exhibitions\*:

- › Professional interest
- › Market coverage
- › International recognition
- › Exhibition area

\* Compilers of the rating:  
Chamber of Commerce  
and Industry of the Russian  
Federation, Russian Union

The ITE International Group of companies is the leading organizer of exhibitions in Russia and one of the leading exhibition companies of the world. Every year more than 30 of the Group's offices organize more than 240 events in 18 countries.

In Russia, the company has offices in 5 cities: Moscow, Saint Petersburg, Novosibirsk, Krasnodar and Ekaterinburg.

The exhibitions and conferences managed by the Group in Russia are characterized by a high quality of organization that meets international standards for organizing events.

## Welcome to MITT 2019!

We wish you a successful season and look forward to seeing you at the 26<sup>th</sup> MITT International Travel and Tourism Exhibition  
12-14 March 2019 at the CEC Expocentre

Book your stand

[www.mitt.ru](http://www.mitt.ru)

For more information on exhibiting, please contact:

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