

Post Show Release

Otdykh LEISURE 2010

16th International Trade Fair for Tourism and Travel

21 – 24 September 2010

IEC Crocus Expo

Moscow, Russia

Moscow Autumn Travel Industry Week MaTIw took place from 21st to 24th **September** in the International Exhibition Center **CROCUS EXPO in Moscow**. The annual event was again a great success and proved its status of the leading tourism industry event in Russia and CIS countries. **MaTIw** consists of three exhibitions which are **Otdykh LEISURE**, LUXURY Leisure and MIBEXPO Russia and two specialized conferences, SPA & Health Moscow - an international spa and health tourism conference, and MIBEXPO Russia Conference – a specialized international conference on meetings, incentives and events.

MaTIw is organized by Euroexpo LLC (Moscow, Russia) and Euroexpo Exhibitions and Congress Development GmbH (Vienna, Austria). It is fully supported by the Ministry of Sports, Tourism and Youth policy of the Russian Federation, by the Federal Agency for Tourism of the Russian federation (Rostourism), the Association of Tour Operators of Russia and the Russian Union of Tourism Industry.

The exhibition was officially inaugurated by:

- Nadezhda A. Nazina - Russian Federation Deputy Minister of Sports, Tourism and Youth Policy
- Anatoliy Yarochkin - Head of the Federal Agency for Tourism of the Russian Federation
- E. Fedorov – Head of the State Duma Committee for Economic Policy and Entrepreneurship
- V. Zhidkikh - Chairman of the Council of the Federation Commission on Youth and Sports Issues
- S. Shpilko – President of the Russian Union of Tourism Industry
- Vicente R. Romano – The Philippines Vice Minister of Tourism
- Jose Carlos Vidal – General Director of the Argentinean Tourism Commission
- K. Anissimov – General Director of Euroexpo

During the official opening ceremony, Ms. Nazina, Deputy Minister for Tourism of the Russian Federation commented, that since 16 years **Otdykh LEISURE** contributes to sustainable development of the tourism industry. Mr. Yarochkin, Head of the Federal Agency for Tourism noted that **Otdykh LEISURE** exhibition is a unique platform to establish business contacts and to exchange know-how with industry colleagues.

In 2010 **MaTIw** occupied 23.000 sqm which is 27 % more than in 2009. For the first time **Otdykh LEISURE** was placed in three exhibition halls, which was caused by the growth of exhibition stands and a special TEZ World exposition by TEZ Tour.

1.205 companies from 110 countries and regions exhibited in 2010; 68. 000 visited **MaTIw** within its 4 days, the number of unique registered trade visitors increased by record 40 % compared to last year's results.

In fact, the number of destinations, both international and Russian increased in 2010 by 20 %.

The record number of 30 Russian regions represented at the show reflects the importance of the event for the national tourism industry development. The following Russian regions exhibited in **Otdykh LEISURE**: Vladimir region, Volgograd region, Vologda region, Leningrad region, Ivanovo region, Irkutsk region, Caucasus Mineral Waters region, Kaluga region, Republic of Karelia, Kostroma region, Krasnodar region (Sochi), Lipetsk region, Nizhegorog region, Novgorod region, Orel region, Penza region, Republic of Bashkortostan, Republic Mari-El, Republic of Tatarstan, Ryazan region, Samara region, Smolensk region, Tver region, Tula region, Ulyanovsk region, Yaroslavl region.

All major Russian Tour Operators were part of **Otdykh LEISURE** 2010; many of them even doubled the space compared to 2009. New winter programs and prices for the season autumn/winter 2010/11 were launched by NTC Intourist, Natalie Tours, Lanta Tur Voyage, S7, Tez Tour, Yuzhnij Krest, Coral Travel, Capital Tours, Ascent Travel, ICS, Astravel, BSI and many others.

The role of the State and its positive influence on tourism development increases year by year. **Otdykh LEISURE** offered a unique platform for a «business-government» dialog between the largest tour operators and governmental structures. One could get information and consultancy on the stand of the Federal Agency for Tourism. Department for Presidential Affairs of the Russian Federation presented a wide portfolio of hotels and resorts managed by the authority.

International part of **MaTIw** featured tourism companies from 74 countries. New exhibitors included NTO's from Jamaica, Hong Kong, Seychelles, Panama, Nicaragua etc. Many traditional exhibitors, such as Argentina or Thailand increased space and brought a record number of co-exhibiting companies to its stands.

The following countries were represented by NTO'S and private sector:

Abu Dhabi ● Andorra ● Argentina ● Australia ● Austria ● Belarus ● Belgium ● Brazil ● Bulgaria ● Canada ● Chile ● China ● Costa Rica ● Croatia ● Cuba ● Cyprus ● Czech Republic ● Dominican Republic ● Dubai ● Ecuador ● Egypt ● France ● Fujairah ● Germany ● Great Britain ● Hong Kong ● Hungary ● India ● Indonesia ● Israel ● Italy ● Jamaica ● Japan ● Jordan ● Kenya ● Korea ● Kyrgyzstan ● Latvia ● Lithuania ● Malaysia ● Maldives ● Malta ● Mauritius ● Mexico ● Morocco ● Myanmar ● Nepal ● Nicaragua ● Norway ● Oman ● Panama ● Peru ● Philippines ● Poland ● Portugal ● Russia ● Seychelles ● Sharjah ● Singapore ● Slovakia ● South Africa ● Spain ● Sri Lanka ● Switzerland ● Tanzania ● Thailand ● Tunisia ● Turkey ● UAE ● Uganda ● Ukraine ● USA ● Uzbekistan ● Venezuela ● Vietnam

Otdykh LEISURE exhibition, which is well known as a MUST attend event for long haul and exotic destinations, proved again its status of a trend setting event. Setting trends for an upcoming winter season, the exhibition offered Russian tourism companies a unique opportunity to meet existing and to establish contacts with new partners from most attractive winter destinations like Asia, Australia, Africa, South and Central America, Caribbean Islands. National stands of Argentina, Brazil, Cuba, Dominican Republic, Panama, Mexico, and Nicaragua were busy, as demand for exotic travel to America is growing among middle class tourists who are searching for new winter travel destinations. No Visa regulations for Russians as well as improvements in flight connection contributed to increase in tourist arrivals from Russia. For example, after "Transaero" opened direct flights from Moscow to Cancun, 12 thousand Russian tourists took 14 hours lasting flight in 2010. "Most likely, by the end of the year the quantity of Russian tourists in Mexico will make more than 30 thousand persons", noted Mr. Jorge E. Lombard - Moutte, Director of the French Tourism Board in France.

Brazilian stand was definitely one of the highlights of the show with busy schedule during the day and Brazilian music and dance performances on stage. Brazilian incoming companies are optimistic about the increase in Russian tourists, which is caused by new flight connections and visa free regulation between the countries.

Record numbers were presented by Argentinean Tourism Board. According to Mr. Gabriel Dario Perrone, the number of tourist arrivals from Russia increased by 48 % in 2010 in comparison to 2009.

Asian destinations remain trend-setting for the winter season in Russia. This year GOA Department of Tourism joined **Otdykh LEISURE** with a separate stand and made competition to attractive national stands of India, Sri Lanka, Philippines, Malaysia and Indonesia.

MaTlW is a **comprehensive forum** with a busy business program. Presentations, workshops, conferences and meetings were held within its four days. A workshop of the Vyzhegrad Four (Slovakia, Hungary, Poland, Czech Republic), an Embratur - Brazilian Tourism Board Workshop, a TBG conference and a Philippines Business Forum attracted great numbers of tourism professionals.

Egyptian Day sponsored by Natalie Tours and held on the second day of the show was officially opened by Mr. Yarochkin, Head of the Federal Agency for Tourism, Egyptian Tourism Officials and Ms. Natalia Vorobieva, GM of Natalie Tours. After a busy day program which included seminars, workshops and presentations, partners of Egypt and Natalie tours were invited to an Egyptian Night Gala Dinner in Shore House Restaurant.

A Gala Dinner on occasion of the **16th Otdykh LEISURE**, the **6th MIBEXPO Russia** and the **5th LUXURY Leisure** was held on the first day of the exhibition in Shore House Restaurant. The Organizer of **MaTlW** together with the Head of the Federal Agency for Tourism of the Russian Federation, Mr. Yarochkin, awarded most active exhibitors and partners. Among them was exhibition's strategic partner NTC "Intourist", Egyptian Day sponsor Natalie Tours, Lanta Tour Voyage (postal delivery sponsor), official carrier of the exhibition S7 Airlines and companies like Astravel, Spectrum Avia, Jazz Tour, Neva, Capar Travel India, Gartour Italy. Prime Travel Mexico, Rosautobank, Robinson Tours, Big Travel – 2000, Association of Tourism Technologies Support, INNA Tour and Jet Travel.

The following Russian and International tourism authorities were granted a **special Diploma** for active support of the exhibition

- Argentina National Institute of Tourism Promotion
- Brazilian Tourism Board Embratur
- Philippines Department of Tourism
- Australia Tourism
- Czech Tourist Authority
- Tourism Division Culture, Sport and Tourism Department of Bangkok Metropolitan Administration
- Nicaraguan Tourism Board
- Department for Presidential Affairs of the Russian Federation
- Department of Economic Development and Trade of the Ivanovo Region
- Department of Economic Development and Trade of the Yaroslavl Region
- Department of Sports and Tourism of the Vladimir Region
- City Administration of Irkutsk
- City Administration of Sochi
- City Administration of Caucasus Mineral Waters Region

The organizers are certain that **Otdykh LEISURE** 2010 made an appreciable contribution to the development of the tourism industry in Russia. We thank all exhibitors and visitors of **MaTIw** for cooperation and look forward to welcoming you next year!

17th edition of Otdykh LEISURE will take place from 21 – 24 September 2011 in the International Exhibition Center CROCUS EXPO.

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