

Closing report on Otdykh–LEISURE 2006

12th International Trade Fair for Tourism and Travel
19-22 September 2006
IEC Crocus Expo
Moscow, Russia

Russia's leading autumn tourism event successfully moved to 90.000 sqm state-of-the-art exhibition venue

Otdykh–LEISURE, Russia's leading autumn tourism event celebrated the 12th edition in its new "home". After years of limited space in the previous venue "Olimpijskiy" and waiting list for participating companies, Otdykh -LEISURE finally moved to Russia's newest exhibition venue IEC Crocus Expo.

With a record number of 980 companies participating on 18 000sqm exhibition space, Leisure 2006 was able to welcome 56 700 visitors in the spacious and comfortable pavilions. The state-of-the-art technical and public services offered in the venue were highly appreciated by the participants, visitors and stand constructing companies.

Among services offered by the show organizers for the first time was a free Internet Café for exhibitors and visitors sponsored by the Association of Tourist Technologies Support. Additionally, all trade visitors and exhibitors were offered to use a special service by the ZhelDorExpedition forwarding company; they could send all collected at the show materials, catalogues etc to their offices in the Russian Regions or in the city centre of Moscow directly from the exhibition venue. Due to success of the offer - 5000kg of the promotion materials which were forwarded to 52 cities in Russia – this service will be offered for all Leisure 2007 exhibitors and visitors again.

50 free busses were responsible for transportation of the visitors and exhibitors to the exhibition venue from the nearest metro stations; free shuttle busses were organized from selected city hotels. Being aware of the traffic problems near the Crocus Expo, the Management of the exhibition hall is planning to offer new transport solutions around the hall and to solve transportation difficulties already in summer. They have already started the construction of the Hotel, Entertainment centre, Casino etc on the Crocus grounds. The metro station will be opened near Crocus in 2008.

The show

Otdykh–LEISURE Moscow, International Trade Fair for Tourism and Travel was launched for the first time in 1995.

Over the years **Otdykh–LEISURE** has established itself as the leading global international autumn event for the tourism industry in Russia and the CIS. Over the years **Otdykh–LEISURE** used to be the annual platform for the Russian and International key players to find new partners, to identify new business opportunities and to set up trends for the coming season.

With 97 national and regional tourism authorities, Leisure 2006 was again an excellent tool to promote newest tourism services to the rapidly growing market. With 16 billion dollar spent by 7million Russian tourists in 2005, Russians are supposed to be the highest spenders in the world. Being undoubtedly number one exhibition for all long haul, exotic and winter destinations Otdykh – Leisure 2006 offered a clear regional structures for the better orientation in the exhibition hall.

Pavilion 4 hosted Russian Regions, Russian Key Tour operators incl. Natalie Tours, Capital Tour, Tez Tour etc. as well as traditionally strongly presented European Countries. Italian companies were for the first time consolidated under the stand of ENIT, Czech Tourism doubled the space; Andorra, Finland, France, Norway, Spain, Switzerland again offered new packages for winter trips and ski holidays.

The outstanding atmosphere in **Pavilion 3** made everybody feel sun and exotic senses of Asia, Africa, South America and Middle East. Tourism Board from Argentina and Uganda were satisfied newcomers of the show. Tourism Boards from Australia, Philippines, Sharjah, Sri Lanka and Thailand almost doubled the space, while Dubai Tourism Authority, Abu Dhabi exhibited on the prominent stands of 180sqm and 280 sqm accordingly.

The new format

The 12th **Otdykh–LEISURE** was for the first time held in combination with the 1nd luxury travel exhibition **LUXURY Leisure** and the 2nd International Meeting Industry and Business Travel exhibition **MIBEXPO Russia**. The decision to hold 3 exhibitions together was based on success of the MICE Moscow and Spa and Health Moscow workshops which were held parallel to the show in 2005.

All three exhibitions formed the most comprehensible tourism event on the Russian market – MaTIW (Moscow Autumn Tourism Industry Week).

The unique programme

Undoubtedly, the unique program of **MaTIW** offered the best professional education opportunities. Its participants learned about the newest developments and trends in the industry and met the key players and well known experts at the 3rd International MICE Conference, the 3rd International SPA & Health Conference. Press conferences, presentations and national dance performances were part of the business programme.

Russia's Tourism Authorities about Otdykh – LEISURE 2007 and its Organizer

“Otdykh-LEISURE has already been organised for 12 years and will take place – like in 2006 – in the IEC Crocus Expo and it will be – according to a long tradition – officially supported by Rostourism and organized by Euroexpo [] I think it was a good idea to hold this exhibition starting from 2006 within Moscow Autumn Travel Industry Week (MATIW), where all parts of tourism – also the MICE and the luxury sector – are integrated. This event is highly appreciated and supported by all professionals in the tourism industry.”

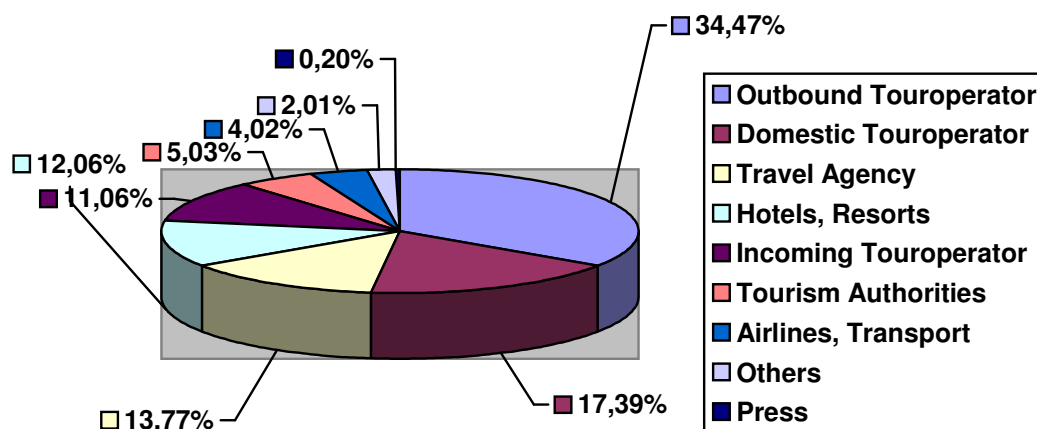
Mr. Vladimir Strzhalkovsky
Head of the Russian Federal Agency for Tourism
Rostourism



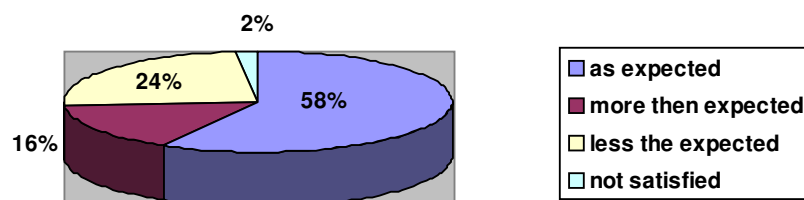
Exhibitor Survey

The results of an independent survey, conducted during the trade fair, showed that 91 % of exhibitors were satisfied or very satisfied with the participation and business contacts made at Leisure 2006.

Exhibitors' structure



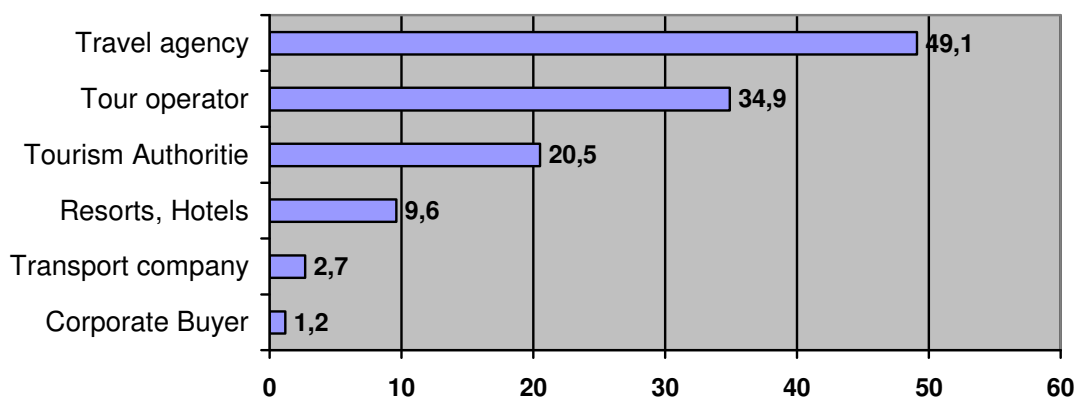
Contacts and business concluded during the show



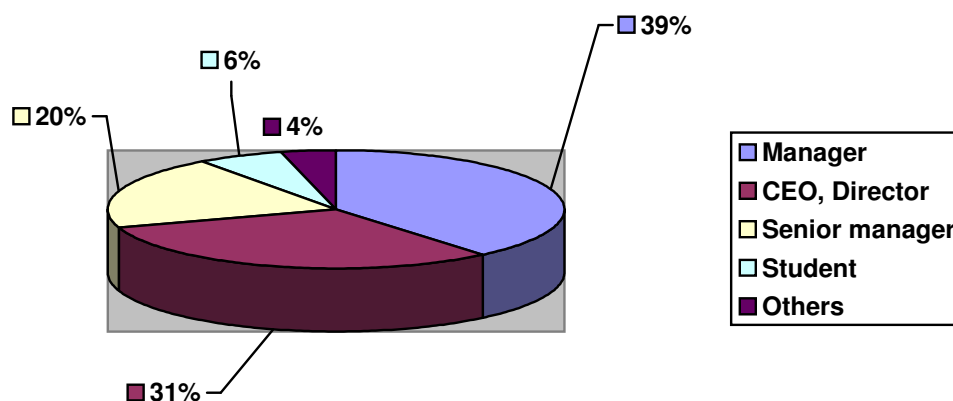
Visitor survey

The visitor survey based on the pool exit method was carried out during the show.

Visitor's structure in %



Visitor's decision - making power





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Otdykh LEISURE 2007

In September 2007 the three most important autumn tourism events in Russia will be again held at the same time on the same venue and for the third time, getting together professionals from the entire tourism industry.

From 25th to 28th September **MaTIW** will be your unique chance to meet new business partners and to intensify already established contacts. Experience new destinations, explore new services and benefit from the rapidly growing Russian Tourism market.

Venue	International Exhibition Centre "Crocus Expo"
Organizer contacts	EUROEXPO Exhibitions and Congress Development GmbH Am Hof 11 1010 Vienna, Austria Ms. Ekaterina Kohlhauser Project Director Tel.: +43 1 230 85 35 31 Fax: +43 1 230 85 35 50/51 E-Mail: leisure@euroexpo-vienna.com

Starting from 2007 this event is organized by Euroexpo exclusively. It will bring our services to a new level with our customers getting the main benefit from our improved exhibition services.

MaTIWating the World of Tourism!