



OTDYKH Leisure
18th International Trade
Fair For Tourism

MIBEXPO Russia
8th International Meetings
Industry and Business
Travel Exhibition &
Conference

LUXURY Leisure
7th International Trade
Fair for Luxury Travel

Press release

19-22 September 2012 the International Exhibition Centre “Crocus Expo” will host the **Moscow Autumn Travel Industry Week MATIW**. Following annual events will be held as part of MATIW:

OTDYKH Leisure, 18th International Trade Fair for Tourism and Travel;

MIBEXPO Russia, 8th International Meetings Industry and Business Travel Exhibition & Conference

LUXURY Leisure, International Trade Fair for Luxury Travel

Organizers:

Euroexpo, Ltd. (Moscow) and **Euroexpo Exhibitions & Congress Development GmbH** (Vienna). The Company is a member of the Russian Union of Exhibitions and Fairs, Moscow Chamber of Commerce and Industry, the Global Association of the Exhibition Industry (UFI) and the International Congress and Convention Association (ICCA).

Official Support:

Federal Agency for Tourism of the Russian Federation, Association of Tour Operators of Russia, Russian Union of Travel Industry.

Quote:

“One of the grounds that bring together all the professionals of travel industry is MATIW. The Federal Agency for Tourism pays special attention to such events since they have strategic importance for the Russian travel market and contribute to the inbound and outbound tourism development, creating the country’s image at the international level”.

A. Radkov, Head of the Federal Agency for Tourism

MATIW Today:

- 1500 exhibitors
- Over 60 000 visitors
- Exhibition area: 23 000 m²
- **OTDYKH Leisure**: leading tour operators, travel agencies, national tourism boards, Russian regional tourism administrations;
- **MIBEXPO Russia**: business travel and MICE operators, event management companies, incentive travel and training organizers, professional congress and conferences organizers, conference and congress venues, hotels, hotel chains, airlines.
- **LUXURY Leisure**: exclusive resorts, hotels, villas, SPA destinations, luxury cruises, yachting, first class transportation services.

MATIW: Brief Facts

OTDYKH Leisure 2012 18th International Trade Fair for Tourism

This year **OTDYKH Leisure 2012** exhibition turns 18. This age speaks for itself – the exhibition has become a significant and well-established event, respected by the whole travel & tourism industry in Russia. **OTDYKH/Leisure** brings together every year experts from around the world to discuss the most important and relevant trends of the coming autumn-winter season, to exchange views and experiences, to learn about the tourism market prospects. **OTDYKH/Leisure** is a unique exhibition - it is currently the only autumn exhibition, which is attended by more than 60,000 visitors from Moscow and Russian regions. In 2012, the organizers witness the greater number of exhibitors and expect even more visitors.

MIBEXPO Russia 8th International Meetings Industry and Business Travel Exhibition & Conference

Every year this International Forum attracts meeting industry professionals from Russia and abroad: MICE industry operators, organizers of business trips, incentive tours, promotional trips, training sessions, conventions and conferences, as well as representatives of convention centres, hotels, hotel chains and airlines. The Conference is held alongside the exhibition, bringing together over 100 MICE experts annually.

LUXURY Leisure 7th International Trade Fair for Luxury Travel

LUXURY Leisure is Russia's only international exhibition for all aspects of exclusive travel representing exclusive resorts, hotels, villas, SPA destinations, luxury cruises, yachting, and first class transportation services. A special **SPA & HEALTH Area** will be created inside LUXURY Leisure exposition, and the annual SPA & Health Conference will be held alongside the exhibition.

All the World in Crocus Expo!

www.matiw.ru

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Strategic partner



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General information partner



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Regional internet partner



General partner of
LUXURY Leisure



Internet partner in
Siberia and the Far East



Media partners



Official printing house



Portal of free ads



18th International Trade Fair For Tourism 

Otdykh LEISURE

Organizers:   

meet your business

19–22
September 2012
IEC «Crocus Expo»

MaTIW
Moscow Autumn
Travel Industry Week

After the hard work in summer the whole travel & tourism industry meets in "Crocus Expo" at **OTDYKH/Leisure**, the main autumn event for Russia's tourism market. In 18 years **OTDYKH/Leisure** has become the leading travel industry trade show in Russia attracting an ever greater number visitors from year to year. In 2012, over 60,000 people visited the exhibition within 4 days proving again its status of a "must attend" event.



Intourist



NTK Intourist is a Strategic Partner of the exhibition traditionally. Every year the Company presents new travel destinations, hotels and programmes all around the world.



The Corporate Buyer programme was introduced several years ago within MIBEXPO Russia exhibition. In 2012 it is sponsored by "Emirates" for the first time. This year the Company is also debuting at **OTDYKH/Leisure** with a big stand where it will present its new products and offers.

Exhibition Format:

OTDYKH/Leisure is aimed at travel & tourism professionals (B2B). The first three days it will be opened for trade visitors by registration only. The registration is available at www.tourismexpo.ru, or at the entrance on-site.

On the final day, 22 September the exhibition will be opened to the public. This day is announced as a "Travelling with Family" day.

OTDYKH/Leisure 2012: Facts and Statistics:

- New zoning system with more precise division into regions and thematic expositions.
- The total area of Latin America and the Caribbean exposition will be doubled promising to be the most rapidly growing.
- The exhibition stand of Dominican Republic will increase as 4 times. The stands of Mexico and Columbia are doubled in size.
- The Arab countries occupy a significant part of Hall 3, sharing it with the companies of the Asian region steadily growing both in size and number.
- The Department of Tourism and Commerce Marketing in Dubai increases its exposition to 40%. Fujairah and Sharjah also increase their stands.
- **IT Village** – exposition of IT companies working in the travel market. This year in addition to the exposition representing the latest achievements and developments of IT technologies, IT Village will host a series of seminars and master classes, as well as free Internet café for the visitors.
- The world famous companies will be represented at the joint stand of Germany: Lufthansa, Alpha Travel Consultants, Steigenberger Hotel Group, Mandarin Oriental Munich and Bachmair Weissach Rottach-Egern.

Business Programme:

OTDYKH/Leisure business programme includes topical and interesting events for travel industry experts always.

Among the key events:

- Seminars of the Association for Assistance to Tourism Technologies
- Press conferences, business meetings, workshops, etc.

Advertising Campaign:

All exhibitions within MATIW are promoted by the full-scaled advertising campaign with all media involved.

Printed Media

Tourinfo, magazine	Voyage, magazine	SPA Management, magazine
Hot Line Tourism, magazine	Otdykh v Rossii, magazine	SPA Professional, magazine
Tomas Cook, travel guide	Otkryty Kitai, magazine	SPA Persona, magazine
Otdukh na Kubani, magazine	Polyglot, travel guide	Best Hotels, catalogue
SKI, magazine	Look&Touch, magazine	Spa: Best Resorts and Hotels, catalogue
Tonkosti Prodazh, catalogue	Business Travel, magazine	Otel, magazine
Vse Vklyucheno, magazine	Tourbusiness, magazine	EVENT, catalogue
Kurortnye Vedomosti, magazine	Yacht Russia, magazine	EVENTS Russia, magazine
TTG Russia, newspaper	Millionaire, magazine	Business Excellence, magazine
HoReCa, magazine	Delovye Emiraty, magazine	Elitny Personal, newspaper
Argumenty Nedeli, newspaper	Russkiye Emiraty, magazine	Rublyoff, magazine
Discovery, magazine	Massage. Estetika Tela, magazine	
Volny Veter, newspaper	Cabines, magazine	

TV channels

Euronews, TV-MIX, My Planet, TVC, 3rd Channel

Internet portals:

www.tourpom.ru	www.discovery-russia.ru	www.sibtourport.ru	www.m-2.ru
www.ratanews.ru	www.nakubani.ru	www.atorus.ru	www.cnews.ru
www.turprofi.ru	www.turpoisk.ru	www.tourinfo.ru	www.news.qip.ru
www.tonkosti.ru	www.utro.ru	www.tourbus.ru	www.quote.ru
www.tourout.ru	www.allnw.ru	www.crocus-expo.ru	www.rating.rbc.ru
www.tourbina.ru	www.peterburg2.ru	www.rambler.ru	www.rbc.ru
www.Tourdom.ru	www.magazine-rest.in.ua	www.Google.ru	www.rbcdaily.ru
www.redigo.ru	www.1001tur.ru	www.Kavanga.ru	www.realty.rbc.ru
www.travel.ru	www.ClickTravel	www.Facebook.ru	www.top.rbc.ru
www.travel.ria.ru	www.allspo.ru	www.rorer.ru	www.allexpo.ru
www.turizm.ru	www.7vetrov.msk.ru	www.tourdis.ru	www.rusadventures.ru
www.tourism.gismeteo.ru	www.turmayak.ru	www.Etur.ru	www.4banket.ru
www.votpusk.ru	www.kurortrussia.ru	www.turpravda.com	www.Event-forum.ru
www.tutu.ru	www.2R.ru	www.100dorog.ru	www.Findhall.ru
www.Travel.rambler.ru	www.italynews.ru	www.Ruspo.ru	www.superjob.ru
www.travelInform.ru		www.mail.ru	www.hh.ru
		www.credit.rbc.ru	www.mbschool.ru

Outdoor advertising

Outdoor banners at the key roads within Moscow Ring road, as well as on the IEC Crocus Expo façade during exhibition days.

Direct mailing

Regular e-mails using the own data base (over 120,000 addresses); invitation tickets direct mailing (80,000 addresses).

OTDYKH/Leisure: everything for visitors' convenience

OTDYKH/Leisure organizers do their best to make the exhibition more comfortable for both exhibitors and visitors every year. In 2012 all registered MATIW trade visitors can use the **on-line appointment system** to pre-arrange meetings and negotiations at the exhibition. The on-line appointment system is available from the beginning of August.

In order to save time at the exhibition, the visitors can **register in advance** at the exhibition's website and get the visitor's badge after completing the on-line registration form.

To combine comfortable exhibition visiting with working routine, an Internet centre will be working at the exhibition pavilion with free Internet access for the visitors.

The organizers will develop the Android based MATIW guide for iPhones and smart phones to make the visitors' navigation easier, so the visitors could line out a route, get detailed information about the exhibitors, check business programme schedules. All these will make the exhibition visiting more pleasant and convenient.

Venue:

Crocus Expo International Expo Centre is one of the biggest and most modern exhibition centres in Russia. It has three pavilions with 19 exposition halls, 49 conference halls and meeting rooms equipped according to the international standards, as well as new ultramodern convention and concert hall Crocus City Hall for 6,000 seats. All the pavilions of Crocus Expo are connected by a covered passageway equipped with travelators.

IEC "Crocus Expo" has a developed infrastructure: a bank, exchange office, info bureau, first aid point, food courts, cafes, restaurants, customs and loading services, free parking for 20,000 parking places, additional parking at pavilion 3 (6,000 parking places).

IEC "Crocus Expo" is located at the outer side of the Moscow Ring Road (north of the city) what makes its approach very convenient. A new metro station Myakinino has been opened recently directly in the exhibition centre territory. Now everyone can easily reach the fairgrounds from any part of the capital.

Meeting Industry Experts at MIBEXPO Russia

MIBEXPO Russia International Forum is the key event for every MICE industry professional. It is annually held in IEC “Crocus Expo”, and includes exhibition and conference dedicated to meetings industry and business travel. In 2012 MIBEXPO Russia will take place from 19-22 September within the Moscow Autumn Travel Week MATIW-2012 alongside with OTDYKH Leisure and LUXURY Leisure exhibitions.

Exposition

MIBEXPO Russia is an International Forum of MICE industry that brings together the experts from the whole world every year - operators, organizers of business trips, incentive tours, promotional trips, training sessions, conventions and conferences, as well as representatives of convention centres, hotels, hotel chains and airlines.

There were over 74 companies among MIBEXPO Russia exhibitors in 2011, including the well-known meeting and hospitality industry players: Steigenberger Hotel Group, MICE CENTRAL & EASTERN EUROPE, Moscow Tourist House, Iris Congress Hotel, Best Western VEGA Hotel & Convention Centre and many others. The Organizers are confident that the exposition will be more extensive and diverse this year. MIBEXPO Russia is a global MICE event where professionals have a unique opportunity to communicate, exchange experiences and intense business relationships. MIBEXPO Russia is a leading industry event in Russia today.

Corporate Buyer Programme

A special Corporate Buyers Programme has been introduced and successfully implemented for several years. The programme is aimed at business travel agencies' clients: HR managers, marketing and PR managers, event managers, assistants, office managers. They can take part in the Program by registering in advance. The Corporate Buyers have a number of significant privileges: they can appoint individual meetings, participate in MIBEXPO Russia conference and other business events, communicate with speakers and colleagues in informal setting, etc. The Corporate Buyer Programme is sponsored by “Emirates” in 2012. The representatives of the following leading companies: Coca Cola, Ernst&Young, Miele, Troika Dialog, Megafon MTS, Transaero, Pharmstandart and others were among Corporate Buyers.

The successful implementation of the Corporate Buyer Programme ensures the stably high quality of the visitors' audience.

Conference

MIBEXPO Russia's most expected co-located event is the annual International Conference dedicated to the most topical and important issues of business travel industry. The Conference will be held in a new format this year. The well-known specialists of meeting industry as well as major international company's representatives – corporate buyers who will share their experience in business events organizing in Russia and abroad will be among the speakers there. Thus, the Conference will cover the full range of industry's interests - both corporate clients and MICE-specialists.

The detailed Conference programme is available at www.mibexpo.ru

MEET YOUR BUSINESS!

Luxury and Exclusiveness at LUXURY Leisure

Exclusive resorts, hotels, villas, SPA destinations, luxury cruises, yachting, first class transportation services - all these will be represented to the real connoisseurs at LUXURY Leisure exhibition. LUXURY Leisure, an only exhibition in Russia dedicated to luxury travel will be held from 19-22 September 2012 at IEC Crocus Expo within Moscow Autumn Travel Week MATIW.



KIVACH Natural Health Improvement Clinic, the centre of Russian and world endoecology (Karelia, Russia) becomes LUXURY Leisure exhibition partner for the second time.

Exposition

LUXURY Leisure will be held at Hall 1, representing exclusive and individual travel services. Medical travel, SPA and wellness become more and more popular among Russian VIP tourists from year to year. This year a special **SPA&HEALTH Area** will be created inside LUXURY Leisure, demonstrating medical clinics, SPA and recreation resorts from Russia and abroad.

The visitors can test the latest recreation solutions and attend SPA&HEALTH exhibitor's presentations at the Lounge area.

The attending specialists will enjoy several chic and bright debuts. DORADO STAR will represent the unique VIP tours to Mexico for the first time. Among the newcomers is Luxury World Key Group from India offering services for the most demanding clients: luxury hotels, yachts, cars etc.

There will be several new Russian exhibitors as well. Prometey City Resort & Spa Hotel located near Moscow will offer their wellness programmes for the whole family, for the sophisticated clients and for business events as well.

SPA&HEALTH Conference

The traditional annual **SPA&HEALTH** Conference within LUXURY Leisure is one of the most expected events among recreation tourism professionals. The Conference will highlight the latest recreation methods, new programmes for families with small children, sales marketing, insurance and other topical issues. The delegates will have an opportunity to meet the reporters and their colleagues from other companies at the Lounge area after the Conference programme completion.

The detailed Conference programme is available at www.luxury-moscow.ru

Rest with Taste!