



Московская  
Международная осенняя  
неделя профессионалов  
турбизнеса

19–22 сентября 2012

meet your business

**OTDYKH LEISURE 2012**  
**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**

### **Post Show Press Release**

The **Moscow Autumn Travel Industry Week MATIW**, one of the major travel & tourism industry events took place in Moscow. Following annual events were 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.

### **MATIW 2012 Official Opening**

The official MATIW 2012 opening ceremony took place on 19 September. Among the honoured guests there were:

- Yuri Smirnov, the Deputy Chairman of the Federation Council Committee on Social Policy;
- Alexander Radkov, the Head of the Federal Agency for Tourism;
- Sergey Korneev, the Director of the Department of Tourism and Regional Policy of the Ministry of Culture of the Russian Federation;
- Sergei Shpilko, the Head of Moscow Tourism and Hospitality Committee;
- Zoltan Somogy, the Executive Director of UNWTO;
- Victor Topolkaev, the General Director of “NTK Intourist”, the strategic partner of the exhibition.

Alexander Radkov, the Head of the Federal Agency for Tourism, noted in his welcome address, that “the role of tourism in the world and in Russia has been growing from year to year. The tourism contribution to the Russian economy is 3%, and with the multiplier effect is more than 6%”. He was supported by his colleague Sergey Korneev, who reminded that “tourism is becoming a core industry of the world economy”.

Yuri Smirnov mentioned the important role of travel & tourism exhibitions in Russia. In his welcome speech he said: “The exhibitions have become an efficient platform for domestic tourism development, as well for the promotion of tourism products outside Russia”.

[Click here](#) for a video of MATIW opening ceremony at "Euroexpo" official channel in Youtube

### **MATIW-2012 Facts and Figures:**

- **1500 exhibitors from 100 countries**
- **30 Russian regions**
- **Over 150 co-located business programme events**
- **Over 65 000 visitors during 4 exhibition days**
- **Exhibition area – 23 000 sq. m**
- **New zoning system with more precise division into regions and thematic expositions**
- **The specially developed Android based MATIW guide for iPhones and smart phones**



For the 18<sup>th</sup> time **OTDYKH/Leisure** brought together 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.

NTK Intourist was a Strategic Partner of the exhibition traditionally. According to Victor Topolkaev, the General Director of “NTK Intourist”, “this exhibition marked the beginning of a new development stage of the Russian tourism business”.

According to exhibitors and visitors, **OTDYKH/Leisure** has become one of the major travel & tourism forums in Russia, providing new perspectives for Russian tourism development and excellent opportunity for professional networking and experience exchange among tourism experts from around the world. Over 65 000 people visited the exhibition during the four days.

### **EXPOSITION**

This year **OTDYKH/Leisure** surprised the visitors with an impressive exposition size. The Arab countries significantly increased their exposition. They occupied the major part of Hall 3, sharing it with the companies of the Asian region, and grew both in size and number. The Department of Tourism and Commerce Marketing in Dubai increased its exposition to 40%.

The “Emirates” debuted at **OTDYKH/Leisure** with a big stand, representing new products and offers in an unusual manner: they brought a real piece of business class cabin of the new A-380 that would fly from Moscow to Dubai in the coming winter season.

Latin America and the Caribbean significantly increased their exposition as well. Their total area was doubled, and, according to the Organizers, became the most rapidly growing one at the show. The exhibition stand of Dominican Republic increased at 4 times. The stands of Mexico and Columbia

were doubled in size. The national and individual stands of Argentina, Venezuela, Brazil, Cuba, Peru, Chile and Ecuador represented even more companies.

The Organizers witnessed the considerable growth of exhibitors from Europe and exotic destinations. Romania and Finland resumed their participation. The world famous companies were represented at the joint stand of Germany: Lufthansa, Alpha Travel Consultants, Steigenberger Hotel Group, Mandarin Oriental Munich and Bachmair Weissach Rottach-Egern.

Russia was represented extensively and diversely this year. 30 Russian regions took part at the show, including Arkhangelsk region, Vladimir region, Vologda region, Ivanovo region, Kaliningrad region, Kaluga region, Karachai-Cherkessia Republic, Krasnodar region, Murmansk region, Nizhny Novgorod region, Novgorod region, Novosibirsk region, Orel region, Perm region, Altai Republic, Republic of Karelia, Republic of Komi, Republic of Mari El, Republic of Tatarstan, Ryazan region, Samara region, Sverdlovsk region, Smolensk region, Stavropol, Tver region, Tula region, Republic of Udmurtia, Ulyanovsk region, Khanty-Mansi Autonomous District and Yaroslavl region.

The Moscow Tourism and Hospitality Committee renewed their stand, supplementing the traditional exposition of hotels and museums with Moscow tour operators and travel bureaus.

The expositions of the national tourism boards were colourful, bright and functional. The visitors communicated with members of the national tourism boards, enjoyed national dances and participated in drawings and lotteries.

A special exposition of **Travel Technology Village** represented IT companies working in the travel market. This year in addition to the exposition of the latest achievements and developments of IT technologies, IT Village hosted a series of seminars and master classes.

#### **OTDYKH/Leisure exhibitors reviews:**

*“I think that it is the most efficient platform to promote the products for the winter season”*

*Alexander Vasiliev, “Labirint” Travel Company*

*“The exhibition is very bright and spectacular this year. Such events are the great image projects”.*

*Tatiana Kozlovskaya, “Inters”*

*“The exhibition has become a traditional event, and we cannot but participate there, alongside with the other leading tour operators. The exhibition was very productive, with many visitors, interesting meetings and contacts. We are very satisfied!”*

*Galina Skobelchikhina, VEDI TOURS*

#### **BUSINESS PROGRAMME**

Travel industry experts from the whole Russia and the CIS countries came to the show to take part in the conferences, seminars, presentations and master classes.

One of the key events of **OTDYKH/Leisure** was the 2<sup>nd</sup> Moscow International Tourism Forum **MITCO-2012**, dedicated to the travel industry development. The Moscow Tourism and Hospitality Committee held several Forum events at **OTDYKH/Leisure** site.

The Federal Agency for Tourism held the Interregional branch meeting with the subjects of Russian within Otdykh/Leisure 2012 exhibition. The unique events - conferences, round tables, workshops and presentations were organised by the exhibition partners - Association for Assistance to Tourist Technologies and the Association of Tour Operators of Russia. The Board and the Regional Council meetings of the Russian Union of Travel Industry were traditionally held within **Otdykh/Leisure** exhibition.

**“Modern IT Tools for Travel Industry” Conference** was undoubtedly one of the most expected innovations at **Otdykh/Leisure 2012**. The Conference took place on 21 September. Over 200 representatives of travel agencies and hotel chains, marketing managers and IT-specialists participated in the Conference. The Conference was organised by “Euroexpo” under the support and partnership of the Association of Tour Operators of Russia and Voroshilova and Partners” internet agency. The Conference Education Partner was “Netologia” School of Practical Internet Marketing. The Conference was sponsored by "Sea Cruises" Cruise House.

The **“Modern IT Tools for Travel Industry” Conference** programme included 3 sessions. The first introductory session was dedicated to the key areas of IT application in tourism. During the second session the reporters represented the companies’ cases. The topic of the third session was “Internet marketing 3.0: new ways of clients’ attraction and retention. How to reduce the madness degree in the travel market”. The session’s moderator was Maya Lomidze, the executive director of the Association of Tour Operators of Russia (ATOR).

Among the Conference reporters there were the following companies: Mail.ru, Yandex. Card, UFS Ltd, Newmann Bayer, the State Tretyakov Gallery, Avangard Communication Company, Avia Centre, Hotelbook-Service, Naydem Klienta Internet agency, Agency on Tourism Development and Promotion, and others.

[Click here](#) for a Conference report at **OTDYKH/Leisure** news feeds.

Russian regions prepared interesting entertainment programmes, shows and presentations of tourism opportunities, including Tula, Tver, Ryazan, Yaroslavl and Stavropol regions, as well as the Khanty-Mansi Autonomous Area – Yugra. Stavropol region showed the spectacular entertainment programme, which included the vouchers drawing to the best region’s resorts. The visitors were offered to taste region’s mineral waters and branded products of Stavropol wineries.

The exhibitors from abroad also prepared a wide and rich programme of diverse events. Thus, the Slovak Tourist Board held a presentation on Slovakian medical health resorts. The Association of Tour Operators of Russia and the Tourism Office of the Ministry of Economy, Energy and Tourism of Bulgaria held an attestation of the travel agents and seminar “Bulgaria is a country for health improvement”. Together with the Moscow Office of National Tourism Board of Korea, the Association of Tour Operators of Russia held an attestation of the travel agents and seminar on South Korea. The Ministry of Economy, Energy and Tourism of Bulgaria awarded the tour operators for the contribution of tourism development and promotion of Bulgaria as a travel destination in Russia. The National Tourism Office of Malaysia in Russia and the CIS represented the travel opportunities of Malaysia, and the Tourism Board of Thailand – the new medical and recreation programmes in Thailand. The Ministry of Tourism of Cuba prepared an interesting entertainment programme, including typical Cuban cocktails making and demonstration of Cuban cigars rolling.

On the final day, 22 September the exhibition was opened to the public. This day was announced as a “Travelling with Family” Day. The photo exposition of the 2<sup>nd</sup> annual International Photo Contest of Equal Opportunities “The World Through the Children’s Eyes” took place at the framework of **Otdykh/Leisure 2012** (Organizer: FotoCh). The finalists and winners were awarded with certificates and gifts from the organizers and exhibitors – sightseeing tours to St. Petersburg from “Versa” travel agency, tours to Ostankino Tower and Darwin Museum, the Golden Ring tour from “Vladinvesttour”, souvenirs from the real Santa Claus (resort of Levi, Lapland) who was invited to the exhibition by "Ascent Travel", tickets to "Aquamarine" Dancing Fountains Circus, puzzles and gifts from the Slovak Tourist Board.

## **HIGH LEVEL OF EXHIBITION SERVICES**

In 2012 all exhibitors and visitors of MATIW enjoyed the advantages of **on-line appointment system** to pre-arrange meetings and negotiations at the exhibition. Violetta Tulich, the director of tourism

exhibition department of “Euroexpo”, said: “It is a common practice for the global events, and we have all chances to adjust it there. We have registered 2500 meeting requests two weeks prior to the show.”

The holders of iPhones and smart phones could download the specially developed Android based MATIW guide to easily line out a route, to get detailed information about the exhibitors, to check business programme schedules. Free Internet for visitors and exhibitors, as well as the post service for catalogues and brochures delivery to the office made the exhibition visiting more pleasant and convenient.



The 8<sup>th</sup> edition of MIBEXPO Russia International Forum of MICE industry took place from 19-22 September within the Moscow Autumn Travel Week MATIW-2012, traditionally bringing together the experts from the whole world - 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.

## EXPOSITION

Among MIBEXPO Russia 2012 exhibitors there were the well-known meeting industry and hospitality market players including Academservice, iWay Express, Baltma Tours, Montenegro Stars Hotel Group, RCS-Russian Corporate Services, Lucien Barriere Hotels, Gulf Ventures and others. Today, MIBEXPO Russia is a leading industry event in Russia, that every year consolidates its positions as a global MICE event where the professionals have a unique opportunity to communicate, exchange experiences and intense business relationships.

## CORPORATE BUYER PROGRAMME

A special Corporate Buyer 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. 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. In 2012 the Corporate Buyer Programme was sponsored by “Emirates”.

Among Corporate Buyers there were the representatives of the following leading companies: M.Video, Pharmstandard, Novartis, Galderma, Prosvyazbank, Inversiya, ProfMedia Business Solutions, Amway, Roche, AirCorporation, GPB NEFTEGAZ SERVICES, Informzashita, Video International, Russkiy Standard Bank, EuroBusiness and others. “Zvezda Stolitsi”, an official dealer of Mercedes-Benz, represented at **MIBEXPO Russia** a specially designed programme of Mercedes-Benz vehicles sales for Corporate Buyers, as well as for the travel industry representatives.

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 was held in a new format this year. Among the speakers there were both the well-known specialists of meeting industry:

IBC Corporate Travel, RCS, CEO & Founder Global Cynergies, So Travel, American Express Bank, and representatives of major international companies – corporate buyers EPSON Europe B.V., Novartis Pharma, who shared their experience in business events organizing in Russia and abroad. Thus, the Conference covered the full range of industry's interests - both corporate clients and MICE-specialists.

## MEET YOUR BUSINESS!



The 7<sup>th</sup> edition of **LUXURY Leisure** International Trade Fair took place from 19-22 September 2012, amazing the visitors with its unique exposition. Exclusive resorts, hotels, villas, SPA destinations, luxury cruises, yachting, first class transportation services - all these was widely represented here in details to the real connoisseurs.

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

## EXPOSITION

LUXURY Leisure represented exclusive and individual travel services. Over 70 companies offered their services for the most demanding clients.

The exhibition showed some chic and bright debuts. DORADO STAR represented the unique VIP tours to Mexico for the first time. Among the newcomers there were TUCKS & TRACKS AFRICA and Bubezi Safaris from South Africa, offering unique individual hunting and safari tours. PONTOS PLAZA HOTEL, a Russian newcomer, demonstrated their offers for luxury leisure in Essentuki.

From year to year medical travel, SPA and wellness become more and more popular among Russian VIP tourists. This year a special **SPA&HEALTH Area** was designed inside LUXURY Leisure, demonstrating medical clinics, SPA and recreation resorts from India, Singapore, Israel, Slovenia, Ukraine and Russia.

## SPA&HEALTH CONFERENCE

The annual **SPA&Health Conference** was one of the most expected events among recreation and medical tourism professionals. This year the Conference's topic was "World's Resorts for the whole Family". The Conference highlighted the latest recreation methods applied in Russia and abroad, as well as one of the today's most demanded issues – travel insurance programmes.

Session 1 was dedicated to legal aspects of tourists travelling abroad protection. Representatives of "KIT "Finance Strakhovaniye", "Persona Grata" Legal agency and "Global Voyager Assistance" were among the reporters.

Session 2 was dedicated to sales marketing of wellness and recreation tours. This issue is very topical for travel services sales specialists. "Positiv" Consulting Agency and "RMS" Medical Service Company shared their experience with the Conference delegates during this session.

The final Session 3 was dedicated to anti-age programmes of the world's best resorts. "Kivach" Clinic, the general partner of Luxury Leisure represented their unique age management programmes. Representatives of Russian, Spanish, Slovakian, Slovenian and Indian resorts were among the speakers.

The Conference has become an excellent place for professional networking and experience exchange among health tourism experts from around the world.

**See you at the Moscow Autumn Travel Industry Week MATIW 2013  
17 – 20 September 2013, IEC “Crocus Expo”**

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