



PRESS RELEASE

On 21-24 September 2016 the CEC “Expocentre” hosts **OTDYKH** International Russian Travel Market, incorporating the following events:

- **OTDYKH LEISURE**, 22nd International Trade Fair for Tourism;
- **OTDYKH MICE**, 12th International Meeting Industry and Business Travel Exhibition & Conference;
- **OTDYKH Medical Tourism, Spa&Health**, 12th International Conference and Exhibition for Wellness and Medical Travel;
- **OTDYKH LUXURY**, 12th International Trade Fair for Luxury Travel;

ORGANIZERS:

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

OFFICIAL SUPPORT:

Ministry of Culture of the Russian Federation, Federal Agency for Tourism of the Russian Federation, Chamber of Commerce and Industry of the Russian Federation, Russian Union of Travel Industry, Department for National Policy, Interregional Cooperation and Tourism of Moscow, Association of Tour Operators of Russia.

“OTDYKH International Russian Travel Market is aimed at national tourism products promotion, contributing to the entire domestic industry development and quality of services improvement to the world standards. The exhibition vividly demonstrates the enormous tourism potential of Russia”

Vladimir Medinskyi, Minister of Culture of the Russian Federation

PARTNERS:

Sponsor of OTDYKH Medical Tourism, Spa & Health exhibition: Kivach clinic

Sponsor of “IT Technology in Tourism: rebooting” Conference: VIPservice

Sponsor of coffee break at “IT Technology in Tourism: rebooting” Conference: Leader

Sponsor of OTDYKH cultural programme: Golden Ring

Partner of OTDYKH cultural programme: Circle of Light Festival

Partner of “IT Technology in Tourism: rebooting” Conference: Inna-Tour

Partner of OTDYKH Medical Tourism, Spa & Health Conference: Russian Scientific Centre of Medical Rehabilitation and Health Resorts of the Ministry of Health of the Russian Federation

Official air carrier: SkyTeam Alliance

Official hotels: MarriottNovyArbat, Maxima, Park Hotel “Fili”

OTDYKH facts and figures:

- Over 600 exhibitors from 61 countries and Russia's regions
- Over 130 business programme events
- Expected visitors: over 65,000 during 4 exhibition days
- Exposition area: 14,500 sq. m



EXPOSITION

OTDYKH 2016 exhibiting countries: Azerbaijan, Armenia, Bulgaria, Brazil, the UK, Hungary, Vietnam, Germany, Greece, Georgia, Dominican Republic, Egypt, India, Indonesia, Iran, Spain, Italy, Cambodia, Kenya, Cyprus, China, China, Cuba, Mauritius, Malta, Morocco, Mexico, Nepal, Norway, UAE, Peru, Russia, Singapore, the USA, Thailand, Tanzania, Turkey, Uzbekistan, Ukraine, Croatia, Czech Republic, Chile, Sri Lanka, Ecuador.

Russia will be represented by: Arkhangelsk region, Vladimir region, Vologda region, Kaliningrad region, Kaluga region, Kirov region, Moscow region, Murmansk region, Nizhny Novgorod region, Novgorod region, Republic of Karelia, Republic of Crimea, Republic of Tatarstan, Stavropol region, Tver region, Tula region, Yaroslavl region

BUSINESS PROGRAMME

OTDYKH business programme has always been a major highlight of the show for exhibitors, offering over **130 events**.

21 SEPTEMBER

Import Substitution Committee in Tourism of the Expert Council of the Ministry of Culture of the Russian Federation will hold a meeting to present regional tourist routes approved by tour operators – the Committee members. The Federal Agency for Tourism will host the All-Russian meeting on actual issues of domestic tourism development.

Journalists of specialized and general media are invited to a press conference of Vladimir Chernikov, Head of the Department for National Policy, Interregional Cooperation and Tourism, dedicated to the tourist potential of Moscow.

The Open meeting of the participants of the inter-regional cultural and educational project of the Ministry of Culture of the Russian Federation "Patterns of the Russian cities" will take place on the same day.

The Hospitality Academy, supported by the Russian Hotel Association will be working on the first exhibition day for hospitality specialists: hotel operators, hotel chains, resorts, private hotels and hostels.

The Academy participants will get familiarized with the best practices and the secrets of successful hotel business operation during the practical cases course performed by industry leaders. Experts will

share information about the latest trends in events organization in a hotel, give an expert assessment of the modern methods of improving hotel efficiency and reputation maintaining.

Many events will be held with the participation of the national tourist offices heads. A delegation of Ras Al Khaimah will be headed by Mr. Haitham Mattar, Director General of the Ras Al Khaimah Tourism Development Authority. Together with other experts, Mr. Haitham Mattar will hold an open round table for tour operators "How to foresee and meet the changing needs of the Russian tourists".

22 SEPTEMBER

The second OTDYKH day will be the most intense for industry professionals because of the OTDYKH MICE International Meetings Industry and Business Travel Conference and OTDYKH Medical Tourism, Spa & Health Conference. For the first time both Conferences can be attended after the pre-registration for free.

In addition, on 22 September the results of two international contests will be summed up: "'Tourist brand: Best Practices - 2016" and Contest of Russia's guidebooks, tourist maps and SMART applications – 2016. Their mission is to familiarize experts and travelers with the most optimal, comfortable and interesting information means about Russia's tourist potential and to show the successful experience of tourism branding.

23 SEPTEMBER

On this day, the 5th International Conference "IT Technologies in Tourism: Rebooting-2016" opens the exhibition's business programme. Every year the Conference attracts over 400 delegates and 15 speakers – the representatives of booking systems, search systems, social networks, software developers. Among them: VipService, Leader, Mail.ru, LightSoft, Yandex, Sletat.ru, "Rosa Khutor", "Inna Tour", Appreal LLC and others.

The **Association for Assistance to Tourist Technologies** will hold **open seminars** on information and travel technology for all comers during first three exhibition days.

The **"You are our future"** Conference will be held within OTDYKH Leisure for the third time. The Conference is designed to help graduate students and young professionals to get useful advices on job searching and find out what employers expect from young professionals.

The travel industry faces an urgent need to determine what steps should be taken to create a common tourism area, contributing to the interaction development between museums and travel companies. The round table "Museums and travel business: pathways to understanding" will be dedicated to searching solutions of this issue. Travel industry experts and leaders of cultural institutions will discuss the need for interaction between museums, government bodies and tourist information centres, the ways of marketing promotion of museums, the inclusion of cultural facilities in the excursion itineraries and other important topics.

A talk show "How a travel agency can survive after the amendments to the Law on Tourism enter into force on 1 January 2017" will be held during the Conference of TBG network and "Hot Tours". This issue will also be discussed at the joint legal seminar organized by "Persona Grata" legal agency and "Turpomoshch" Association.

Yaroslavl, Vologda, Tula regions and Moscow have prepared interesting entertainment programmes, as well as master classes, shows, contests, performances representing Russia's tourism opportunities.

CONVENIENT SERVICE FOR EXHIBITORS AND VISITORS

Every year the Organizers create favourable conditions for fruitful work of exhibitors and visitors, in addition to business programme improvement of the and new projects implementation.

- Cultural programme for exhibitions: “Circle of Light” Festival visiting and Moscow sightseeing tour from “Golden Ring” company;
- Appointment system;
- Special rates for accommodation from the official hotels: Marriott Novy Arbat, Maxima, “Park Hotel “Fili”;
- Special flight rate from the official air carrier: SkyTeam;
- Freight delivery service from “Zheldorexpeditiya”
- Internet café.



Today, the business activities clients in Russia have increasingly opt for domestic destinations, which helps to save costs due to logistics and rouble prices. **OTDYKH MICE International Exhibition** provides an opportunity to meet the reliable suppliers of event services and convention facilities from various cities of Russia, to familiarize with the current market offers and to choose the best.

EXPOSITION

This year the exhibition will present the exhibitors offering the diverse business travel packages. Meeting Point will offer a unique business space format – an hourly or daily rental of mini-offices and meeting rooms in the centre of Moscow.

Among the exhibitors there are MICE and DMC agencies that offer a full range of services from flight tickets to full range of services for MICE events organizing in Central and West Asia: “Asia Adventures” (Uzbekistan) and “Inar Travel” (Azerbaijan).

A minimal package of conference services includes a meeting room rental and catering. Many hotels, both small and large offer and develop this service including Calista Luxury Resort (Turkey), "Kila Bay" country club (Ufa), "Zavidovo" (Tver region), “Omega” (Sochi).

Hotel accommodation services for business clients will be presented by City Group mini hotel chain and Cronwell Hotels & Resorts.

Shooting Club on Poklonnaya Hill will offer interesting ideas for corporate activities.

Conference partner and exhibition participant is “Be in Russia” project. Its mission is to show our country in domestic and international market as a desirable platform for any event type, becoming an efficient tool for the implementation of the import substitution programme.

CONFERENCE

OTDYKH MICE International Conference “Meeting Industry in Russia” is a central event of the show. The Conference will take place on 22 September from 14.00-18.00. A good news for the visitors is an opportunity to attend all its sessions for free after [online pre-registration](#).

This year the Conference is focused on the development of the meeting industry in Russia and the CIS countries. In addition to the market analyses, the reports will present case classes from the “Be in

Russia” project, the Conference Partner, and its representatives from Ufa, Ulyanovsk, Voronezh, Cheboksary and other cities. The head of MaxiMICE company will assess the requirements of the modern event.

The Centre of Sverdlovsk region tourism development will present a case for promoting business tourism in the regions of Russia. Representatives of Domina Hotel chain will share their successful experience of Russian business hotel development, Calista Luxury Resort(Turkey) will presents an example of luxury MICE.

Training on preparation of interesting public performance will be held by the event management specialist of AVON.



The annually growing demand of Russian tourists for medical services abroad and health tours in different countries, including Russia has influenced the formation of a separate travel industry segment, represented at **OTDYKH Medical Tourism, Spa & Health**.

EXPOSITION

Affordable prices, unique natural factors and good quality of health services are the main reasons that make domestic health resorts more popular. The visitors will have a chance to familiarize with the opportunities of health resorts from different regions, exhibited at the "Russia's Sanatoriums" stand.

Combining treatment with weight loss, back therapy and anti-smoking programmes is offered by the health resorts of the midland - "Stanko" (Ivanovo region) and "Staritsa" (Ryazan region).

"Energy" health resort centres chain will uncover to the visitors the treatment opportunities in its five facilities located in Moscow, Kislovodsk, and on the Black Sea coast.

For many years, the marine climate of Krasnodar region is a unique value. This region will be represented by "Odyssey", "Actor", "Laba" and "Podgorye Kavkaza" sanatoriums. The latter one is famous for therapeutic application of the famous Matsesta water, rich in hydrogen sulphide.

The exhibition visitors can also get familiarized with JSC "Ulyanovskurort" offers, which has 18 unique resort centres in Russia, specializing in treatment of gastrointestinal system, kidneys, skin, and urinary diseases.

Altai region with its amazing climate, herbs and natural products, and special approach to the treatment of various diseases will be represented by "Tsentrosoyuz" sanatorium in Belokurikha.

"Kivach" clinic (Petrozavodsk, Karelia), the Sponsor of OTDYKH Medical Tourism, Spa & Health exhibition will have one of the most attractive stands.

High quality healthcare services in Russia will be presented by TopMed Clinic and "Mazot" dentistry centre.

One of the exhibition's highlights is a consolidated stand of Abano Terme medical clinics and spa hotels, including AbanoMed, Centro di Medicina, GB Hotels Thermae, Silva Splendid and Panoramic Plaza.

Spa resorts of Croatia and Latvia and some clinics from Germany, China and other countries will also be presented at the show.

Chakra Auryvedic Resort (India), Thaipattaraspa (Thailand), and the new Ayurveda resort Isola Di Coco (India) will demonstrate the traditional medicine and alternative treatment methods. The unique yoga tours for Russian tourists will be presented by CC's Hideaway Hotel (Thailand).

CONFERENCE

OTDYKH Medical Tourism, SPA & Health International Conference will take place on 22 September from 10.00-13.30 and is free for visiting. The Conference moderator is Nadezhda Manshina, an independent health tourism expert, who will speak about new indications for resort treatment that enter into force this year.

The report of Pavel Tots, Head of the Russian Scientific Centre of Medical Rehabilitation and Health Resorts of the Ministry of Health of the Russian Federation will be dedicated to choosing the optimal health resort for a client.

Igor Dovgan will share new innovative technologies of health resort treatment and medical rehabilitation on example of Pirogov Saki Central Military Clinical Sanatorium.

The investment attractiveness of the Russian health resort market will be analysed in detail by Elena Trubnikova, chairman of the Health Tourism Association. Marina Shevchuk, the director of "Vivat Zdorovye" Marketing Agency will speak about how a health resort centre can increase its commercial sales. The peculiarities of resorts and SPA hotels promotion in the Internet will be uncovered by Aleksey Ovsyannikov, business development director of zdravo.ru.

The participation in the Conference is free and requires [pre-registration](#).



Gourmet & Wine Travel is dedicated to food & wine tourism, one of the main tourist discoveries of recent years that rapidly gaining in popularity among travellers. Among the exhibitors there are the famous Russian wine houses "Abrau Durso" (Krasnodar region) and "Balaclava" (Republic of Crimea)

"Tasteful Journey" cooking master classes that have already become very popular among OTDYKH visitors are devoted to world cuisines study. During all exhibition days the exhibition guests have a chance to cook and try authentic dishes of Thailand, Georgia, Bulgaria, Serbia, Spain, the UAE and some Russia's regions: Velikiye Luki, Vladimir, Yaroslavl regions and much more.

Every master class has a partner who in parallel with cooking will speak about the best food & wine destinations and culinary routes of the region.

The first registered participants will have an opportunity to take a place near the chef. The number of work places is limited. Those who are not among the first registered ones can attend the event as spectators.

[Registration for master classes](#)

See you at "OTDYKH-2016" on 21-24 September in CEC "Expocentre"!



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