



Home of Tourism



OTDYKH 2017. FACTS AND FIGURES

EXPOCENTRE FAIRGROUNDS, MOSCOW

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MOSCOW RUSSIA
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VIENNA AUSTRIA
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Exhibitions and Congress Development GmbH





MINISTRY OF CULTURE
RUSSIAN FEDERATION



FEDERAL AGENCY
FOR TOURISM



RUSSIAN UNION
OF TOURISM INDUSTRY



ASSOCIATION FOR TOUR
OPERATORS OF RUSSIA



CHAMBER OF COMMERCE
AND INDUSTRY OF THE
RUSSIAN FEDERATION



"The industry faces ambitious tasks today. First and foremost we need to increase the competitiveness, to stimulate the domestic demand, to increase the export. I am confident that OTDYKH International Tourism Forum and Exhibition will make a significant contribution in achieving these goals. This year the forum is held in a new format. Its extensive business programme has grown and reflects the current development trends of the tourism industry in Russia. The tour operators have an opportunity to establish direct contacts with partners, to present new tourist products, to exchange experiences with colleagues"

Vitaliy Mutko

Deputy Prime Minister of the Russian Federation for Sports, Tourism and Youth Policy



"Tourism industry in Russia and in the world is continuing to develop. The annual OTDYKH forum that has become a significant event for the travel industry and will take place for the 23rd time proves this fact. The Forum will highlight the important issues of health, medical and business tourism development, the application of new technologies, and implementation of tourism projects in the Russian Federation, providing tourism experts an opportunity to share experiences and to improve their skills"

Valery Ryazansky

Chairman of the Social Policy Committee of the Federation Council



"The tourism industry is a true driver of the economy. At the same time, the main goal of the inbound tourism development is to treat phobias: Russophobia and xenophobia. Tourists that come to Russia fall in love with our country forever. I would like to thank the organizers for inviting me to "OTDYKH" and the opportunity to highlight from the Forum's high rostrum the issues of interaction between the legislative and executive authorities in working out and adoption of the bills aimed at the inbound tourism development in the Russian Federation"

Mikhail Degtyarev

Chairman of the State Duma Committee for Physical Culture, Sport, Tourism and Youth Affairs



"Tourism development is one of the state policy priorities in Russia. I would like to note that OTDYKH international forum has been recognized as one of the most reputable places for experiences and opinions exchange. This year OTDYKH traditionally offers an extensive business programme, where the Ministry of Culture of the Russian Federation is going to run a series of benchmarking events. I am confident that the discussion of issues announced in the Forum's agenda will draw the attention of the key industry players, setting out the overall direction for the tourism potential development of our country"

Vladimir Medinsky

Minister of Culture of the Russian Federation



"For 22 years OTDYKH has proved to be a well-established and high-demanded platform for open dialogue between travel industry business and authorities, tourist potential presentations of the Russian regions, exchange of experience and business contacts development. The event attracts a large number of exhibitors from many countries due to its modern format and intensive and topical agenda, and ensures a wide promotion of the domestic tourist product, contributing to the inbound tourism development in Russia"

Oleg Safonov

Head of the Russian Federal Agency for Tourism



15000 M² EXHIBITION AREA

44 COUNTRIES

861 EXHIBITORS

+28%*

*comparing with 2016

41 RUSSIAN REGIONS

+33%*

*comparing with 2016

**SPECIAL
SECTIONS**

ODYKH
LEISURE



ODYKH
TRAVEL TECHNOLOGY

ODYKH
MICE

ODYKH
SPA & HEALTH

ODYKH
GOURMET & WINE TRAVEL

EXHIBITING COUNTRIES:

Armenia
Belarus
Brazil
Bulgaria
China
Cuba
Cyprus
Czech Republic
Dominican Republic
Egypt
Estonia

Finland
France
Georgia
Germany
Greece
Hungary
India
Indonesia
Israel
Italy
Kazakhstan

Kenya
Maldives
Malta
Mexico
Montenegro
Morocco
Namibia
Peru
Portugal
Romania
Russia

Serbia
Slovak Republic
Slovenia
South Korea
Spain
Sri Lanka
Switzerland
Tanzania
Thailand
UAE
Vietnam

PARTNER COUNTRY 2017



"This year 12 companies exhibited at the Dominican Republic booth. Our stand was busy all three days and all participating companies were occupied throughout the exhibition. Next year we are planning to increase the size of the stand to present a comprehensive cultural programme."

Galina Lysenko,
Head of Representative Office of the Ministry
of Tourism of the Dominican Republic

GENERAL PARTNER FOR UAE



"The exhibition has a promising future; it is a platform for successful negotiations, business meetings and discussions. For more than 20 years, we have exhibited at OTDYKH and consider this event as an excellent opportunity to meet, discuss and negotiate. We appreciate the exhibition attendance and the professional level of the visitors who come to our stand."

Inessa Doykova,
PR-director, NATALIE TOURS



In 2017 a new format for OTDYKH was introduced to travel professionals. This concept combines Exhibition and International Tourism Forum, an open and dynamic platform for government officials, regional authorities and businesses. The interregional routes „Silver Necklace“, „The Eastern Ring“, „The Emperor’s Route“, „Russian Manors“ were presented at the exhibition for the first time. Totally 74 regions of Russia took part in the Forum.

RUSSIAN REGIONS & CITIES

Adygea Republic
Arkhangelsk Region
Baikonur City
Chechen Republic
Chuvash Republic
Dagestan Republic
Ingushetia Republic
Kabardino-Balkar Republic
Kaliningrad Region
Kaluga Region

Kamchatka Region
Karachay-Cherkess Republic
Karelia Republic
Kemerovo Region
Khanty-Mansiysk - Yugra
Komi Republic
Kostroma Region
Krasnodar Region
Leningrad Region
Marij El Republic

Moscow City
Moscow Region
Murmansk Region
Nizhny Novgorod Region
North Ossetia-Alania Republic
Novgorod Region
Penza Region
Perm Region
Primorye Territory
Pskov Region

Sverdlovsk Region
Sebastopol City
Tatarstan Republic
Tver Region
Tula Region
Tumen Region
Ulyanovsk Region
Vladimir Region
Vologda Region
Voronezh Region
Yaroslavl Region

“OTDYKH is a very important event in the tourism life of our country. This is the major September’s event in the travel industry. It is very important that people familiarize with the richest potential that the Russia’s regions have”

Sergey Emelyanov,
Minister of Culture, Tourism and Archiving Affairs
of the Republic of Komi

“This is an excellent opportunity for business representatives to communicate with both regional and federal authorities directly, and for the authorities - to learn about difficulties and challenges the business is facing today in order to take actions to overcome them”

Evgeniy Stupikov,
Head of Tourism Department of the Ministry of Culture
of Stavropol Region





40770 VISITS WERE MADE BY PROFESSIONALS FROM **80** COUNTRIES AND **74** RUSSIAN REGIONS **90%** TRADE VISITORS

VISITOR INTEREST AREAS

Russian outbound tour operators	52%
Inbound tour operators	51%
Tour operators from abroad	41%
Hotels abroad	33%
Russian hotels and accommodation	30%
Business travel	29%
Online booking systems	26%
Flight and railway tickets	24%
MICE and event services	23%
IT technologies in tourism	22%
Health tourism in Russia and the CIS countries	22%
VIP services and hotels	19%
Food & wine tourism	19%
Health tourism abroad	16%
Travel insurance	15%
Payment systems	13%

VISITOR ACTIVITIES

Travel agencies	32%
Tour operators	23%
Hotels and accommodation facilities	10%
Business travel and corporate events organizers	5%
Health tourism operators in Russia and abroad	4%
Travel Technologies	3%

VISITOR POSITION

Top management	35%
Middle management	21%
Sales managers	33%
Marketing managers, event managers, personal assistants	11%

VISITOR INTEREST TO GEOGRAPHICAL DESTINATIONS

RUSSIA

Moscow and Moscow region	26%
Central region	22%
South region	20%
North-Western region	14%
Volga region	11%
Siberia and the Far East	12%
Ural	11%

NEAR AND FAR ABROAD

Europe and the Baltic countries	28%
Mediterranean	22%
Americas and the Caribbean	17%
Africa	14%
Asia	22%
Middle East	15%
Australia and Pacific islands	12%

“For me OTDYKH International Exhibition has been a must-attend event for many years. Such events are organized for professionals and people interested in personal communication with specialists. Only here you can meet representatives of many regions and countries, and get first-hand information about new destinations, routes and tourist attractions directly. Visiting the exhibition is an amazing fest, which the organizers made for us”

Svetlana Valeyeva,
director, “REIS 2005” travel agency





FORUM «TOURISM INDUSTRY AS A DRIVER FOR ECONOMIC GROWTH. RUSSIA'S MODERN TOURISM IMAGE»

The Highlight: Plenary meeting “Open dialogue of tourism industry top managers. Tourism development: the future agenda”

In 2017 a new format for OTDYKH was introduced to travel professionals. This concept combines Exhibition and International Tourism Forum, an open and dynamic platform for government officials, regional authorities and businesses. In addition to numerous conferences, round table meetings, training seminars and workshops, OTDYKH 2017 presented a great opportunity for negotiating & signing intergovernmental and partnership agreements.

30 BUSINESS EVENTS

9 CONFERENCE AREAS

2000 DELEGATES

FROM **74** RUSSIAN REGIONS

180 SPEAKERS

229 MASS MEDIA REPRESENTATIVES





KEY TOPICS:

- Public and private partnerships in the tourism sector
- Hospitality business
- Industrial tourism
- Territory marketing and national branding in Russia
- MICE
- Information Technologies in Tourism
- Museums and travel industry
- Rural and green tourism
- Children's and youth tourism
- Culinary tourism
- Health tourism
- Space tourism

OTDYKH 2017 BECAME A PLATFORM FOR SIGNING INTERGOVERNMENTAL AND PARTNERSHIP AGREEMENTS.

For example the following agreements were concluded:

- On Russia Greece Cross-Tourism Year
- On tourist product formation for the 2018 FIFA World Cup between the Federal Agency for Tourism, ITC Travel Investments, NTK "Intourist" and "Intourist" Ltd.
- On cooperation between the Ministry of Culture and Tourism of Kaluga Region and the Central Suburban Passenger Company

ENTERTAINMENT PROGRAMME 2017

- Cooking master classes
- "Hello Russia, My Homeland!" Contest of presentation materials and information videos of Russian regions





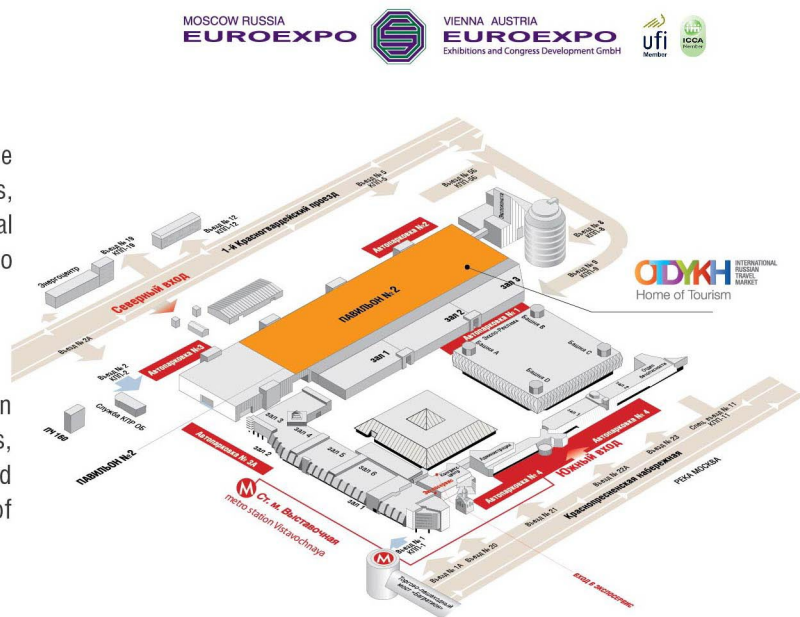
ORGANISER

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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).

VENUE

The Expocentre Fairgrounds offers nine fully equipped exhibition pavilions with the most modern infrastructure and facilities, multifunctional halls for conventions, press conferences, meetings and seminars. The area of 165,000 sqm. is situated in the centre of Moscow. It is easily and conveniently accessible by the Metro.



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