# OTDYKH

INTERNATIONAL RUSSIAN TRAVEL MARKET

## Home of Tourism

ufi Approved Event

# 11 - 13 September

## Become a part of OTDYKH 2018

www.weloveotdykh.com

Organiser:

МОСКВА РОССИЯ ЕВРОЭКСПО VIENNA AUSTRIA EUROEXPO Exhibitions and Congress Development GmbH

Official Support:

Ministry of Culture of the Russian Federation

Federal Agency for Tourism of the Russian Federation

ATOP Association of Tour Operators of Russia

Russian Union of Travel Industry

# WELCOME TO THE HOME OF TOURISM!

OTDYKH Travel Market is Russia's leading travel and tourism event, which combines Exhibition and International Tourism Forum. The word OTDYKH means "leisure", which is exactly the central aspiration of this fair. The annually occurring travel event in Moscow is the perfect start for the upcoming winter season on the Russian inbound and outbound market.

OTDYKH 2017 was very busy on all three days. The exhibition was attended by a record-breaking number of qualified visitors and regional buyers.

Over 130 hosted regional travel agencies from all big Russian regions incl. Samara, Novosibirsk, Yekaterinburg, Petersburg, Ufa etc. were welcomed by exhibitors at their national stands.

In 2018 OTDYKH International Travel Market will celebrate its 24 th edition. Don't miss out the opportunity to increase your market share in Russia.

## FEEDBACK 2017

"Goa Tourism received an overwhelming response from International delegates attending the OTDYKH and tourism travel and trade operators who assembled in Moscow from across the globe. Over 300 Travel Trade members visited our pavilion and several charter companies requested for policies to grant more parking berths at the Goa International airport to increase tourist arrivals……"
Mr. Manohar Ajgaonkar,
Hon'ble Minister for Tourism, Govt of Goa

"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.
Ms. Galina Lysenko,
Head of the Ministry of Tourism of the
Dominican Republic in Russia, Ukraine, and the CIS.

"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….."
Ms. Inessa Doikova,
PR Director of Natalie Tours Company

# FLASHBACK 2017

**15 000** m² Exhibition area

**861** Exhibitiors

**44** Countries

**40** Regions

## 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

## Russian regions

Arkhangelsk region
Baikonur sity
Kabardino-Balkar Republic
Kaliningrad region
Kaluga region
Kamchatka Krai
Karachay-Cherkess Republic
Kemerovo region
Krasnodar Krai
Khanty-Mansi Autonomous Okrug
Kostroma region
Leningrad region
Moscow city
Moscow region
Murmansk region
Nizhny Novgorod
Novgorod region
Penya region
Perm Krai
Pskov region
Republic of Dagestan
Republic of Ingushetia
Republic of Karelia
Republic of Komi
Republic of Tatarstan
Republik of Adygeja
Stavropol city
Sverdlovsk region
The Chechen Republic
The Chuvash Republic
The Mari El Republic
The Republic of North Ossetia-Alania
Tula region
Tver region
Tyumen region
Ulyanovsk region
Vladimir region
Volgograd region
Voronezh region
Yaroslavl region

## Become part of OTDYKH 2018 - where the world of travel is at home!

## MARKETING TOOLS FOR EXHIBITORS

- News on the exhibition website
- Emailings & newsletters to targeted audiences
- Social Media Marketing
- Media coverage and support
- Sponsorship oppurtunities
- Round-table meetings with tour operators

## A global business forum, a new format for OTDYKH Business programme

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.

Elena Kountoura, Minister of Tourism of Greece and A.Y. Manilova, Deputy Minister of Culture of the Russian Federation signing a cooperation agreement, OTDYKH 2017, Expocentre Fairground

The conference "UAE: a million tourists from Russia is now a reality" sponsored by "Natalie Tours" a leading Russian tour operator, OTDYKH 2017, Expocentre Fairground

The round-table meeting between ATOR (the Association of Tour Operators of Russia) and Mr. Ajit Pal Singh, Director of India Tourism, Frankfurt, OTDYKH 2017, Expocentre Fairground

Travel Technology at OTDYKH 2017, Expocentre Fairground

The Official sponsor of OTDYKH 2017

Dominican Republic
Has it all

# TESTIMONIALS

"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

"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

"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

# VISITORS 2017

**40 770** Visits were made by Professionals

**80** Countries

**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% |

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# BEST ORGANISATION WITH EUROEXPO

EUROEXPO was founded in Moscow in 1992 and today is the largest private exhibition organisation in Russia. EUROEXPO is a member of the Russian Union of Exhibitions and Fairs, of the Moscow Chamber of Industry and Commerce (ICCA) and of the Global Association of the Exhibition Industry (UFI). EUROEXPO Exhibitions & Congress Development GmbH with it's office in Vienna, Austria, is responsible for international relations and sales & marketing of the exhibitions and conferences.

Every year, EUROEXPO Moscow and EUROEXPO Vienna are jointly responsible for the organisation, as well as the professional implementation of 11 international trade fairs.

## "EXPOCENTRE" FAIRGROUNDS

EXPOCENTRE
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 m² is situated in the centre of Moscow. It is easily and conveniently accessible by the Metro.

## PLEASE DON'T HESITATE TO CONTACT US SHOULD YOU HAVE ANY QUERIES

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МОСКВА РОССИЯ ЕВРОЭКСПО VIENNA AUSTRIA EUROEXPO Exhibitions and Congress Development GmbH

In conjunction with:

OTDYKH LEISURE

OTDYKH MICE

OTDYKH LUXURY

OTDYKH SPA & HEALTH