



**whole world.
one show.**

Expocentr, Moscow 19 – 22 March 2008

MOSCOW INTERNATIONAL TRAVEL & TOURISM

2008 POST SHOW REPORT

Our Sponsors:



Organised by:



www.mitt.ru



EVENT OVERVIEW

The 15th MITT exhibition again achieved record numbers of visitors and exhibitors, who met and discussed business throughout their four-day trip to Moscow.

EXHIBITION SPACE:	50,340 sq.m
EXHIBITING COMPANIES:	more that 3,000 (including stand holders + sharers)
PARTICIPATING COUNTRIES/REGIONS:	118
VISITORS:	over 92,000
SUPPORTED BY:	The United Nations World Tourism Organization (UNWTO) Government of Moscow Federal Assembly of the Russian Federation State Duma of the Federal Assembly of the Russian Federation (Committee for Culture, Russian Union of Industrialists and Entrepreneurs Moscow Chamber of Commerce and Industry Moscow Association of Entrepreneurs
MEMEBER OF:	ITTFA CECTA IATTA PATA MPI



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THE FIGURES MITT08 SHOW ANALYSIS

Russia's largest and most important travel industry event was held on 19-22 March at the best exhibition venue in the centre of Moscow - **Expocentr**.

For the last **15 years** MITT has been opening the spring and summer tourist seasons in Russia.

MITT is ranked among the world's **top 5** travel and tourism exhibitions.

More than **3,000*** exhibitors of which **2,200** were internationals promoting their products and services to an attendance of **92,000** visitors - **12%** more than the previous year.

This year's exhibition was bigger than ever! MITT2008 occupied **50,340** square metres, with an increase of **11%** when compared with the previous year.

There were **72** national/regional tourism boards participating at MITT 2008.

The number of countries and regions participating at MITT 2008 totalled **118***.

More than **80** percent of exhibitors already signed application contracts for the 2009 show.

*Organiser's estimate

MITT08 was audited by RussCom IT Systems





SHOW PROFILE

NATIONAL/REGIONAL TOURIST BOARDS:

Agadir **A**rgentina **A**ustralia **A**ustria
Bali **B**elarus **B**elgium **B**ulgaria
Calabria **C**anada **C**atalonia **C**hina **C**olumbia **C**osta Rica **C**roatia **C**uba **C**yprus
Czech Republic
Dominican Republic
Egypt **E**stonia **E**thiopia
Fiji **F**inland **F**landers **F**rance **F**ujairah
Georgia **G**ermany **G**oa **G**reat Britain **G**reece **G**uatemala
Hong Kong **H**ungary
India **I**ndonesia **I**reland **I**srael **I**taly
Japan **J**ordan
Kazakhstan **K**enya
Latvia **L**ebanon **L**ithuania
Macedonia **M**alaysia **M**aldives **M**alta **M**auritius **M**exico **M**ongolia **M**ontenegro
Morocco
Nepal **N**etherlands **N**orth Cyprus **N**orway
Panama **P**eru **P**oland **P**ortugal
Romania **R**ussia
Salerno **S**an Marino **S**erbia **S**eychelles **S**harjah **S**ingapore **S**lovakia **S**lovenia
South Africa **S**pain **S**ri Lanka **S**weden **S**witzerland **S**yria
Taiwan **T**anzania **T**hailand **T**unisia **T**urkey
UAE **U**ganda **U**kaine **U**SA
Vietnam
Zimbabwe

REPRESENTED SECTORS:

Destination & Tourism Organisations
Tour Operators
Travel Agencies
Accommodation
Carriers & Means of Travel
Tourist Attractions & Entertainment
Meetings, Conferences & Events
Technology
Business & Financial Services
Media
Education & Training
Real Estate Abroad



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OUR PROGRESS

The official **MITT2008** opening ceremony was attended by representatives from the government, industry associations, embassies and the organisers.

As a very popular tourist destination for Russians (2.5 mln tourists visited in 2007), **Turkey** became MITT's first partner country.

During the first two days, organisers implemented a new **trade visitors only** entrance strategy. **94%** of the total number of visitors during these days were professionals.

This year, the exhibition has extended into the newly built **Pavilion 8**, with Turkey utilising the whole of Hall 1.

For the first time, a catalogue **mailing service** was available for MITT08 visitors. According to Rail Continent, the company which provided the service, **51,101 kg** of materials were posted during the exhibition.

The traditional **Gala Dinner**, sponsored by Penfolds, was held at the President Hotel on 19 March. The evening began with cocktails , followed by an Awards Ceremony and live music.

The international winners of **MITT Awards 2008** were :

BEST STAND – ENIT – Italian State Board

MOST ATTRACTIVE STAND – Thai Airways International

MOST EFFECTIVE DEBUT – Aldemar Hotels & Spa

BEST COUNTRY STAND – Ministry of Culture and Tourism of the Republic of Turkey



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STATISTICS

VISITORS

98% of visitors said they would return to MITT in 2009

82% of visitors attended the show as part of what they do to stay ahead in business

67% of visitors said they would attend the events held within the framework of the exhibition

92% of visitors were happy with the organisation of the exhibition

87% of visitors thought the range of the contacts they made was good or very good

89% of visitors said they would recommend MITT 2009

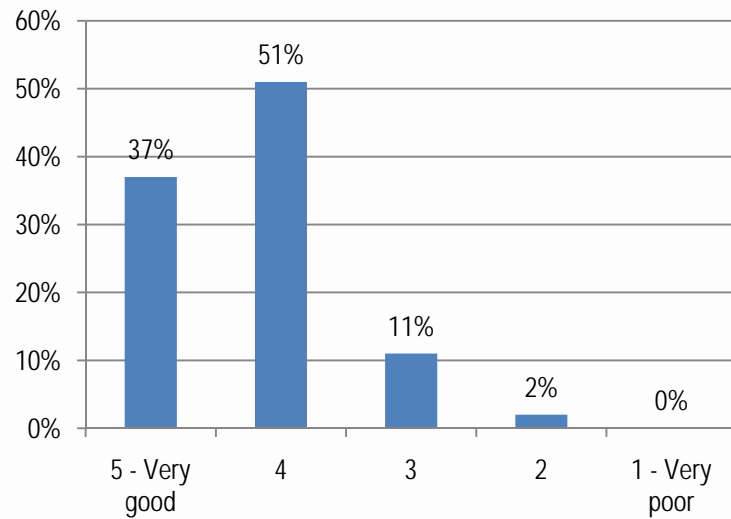
93% of visitors consider MITT 2009 as the most important source of products and information



STATISTICS

VISITORS

How do you rate MITT 2008 overall?



What is your purpose in visiting MITT 2008*?



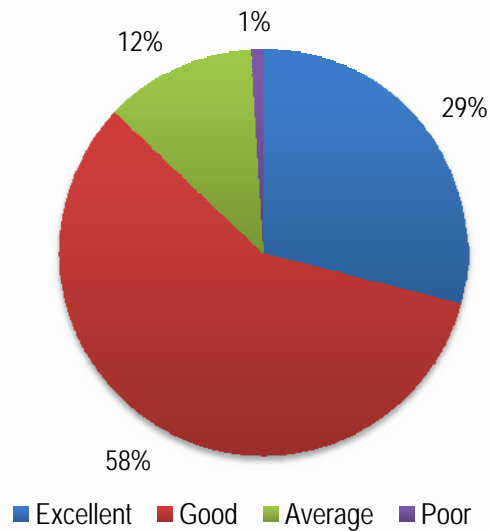
* Possibility of multiple answers



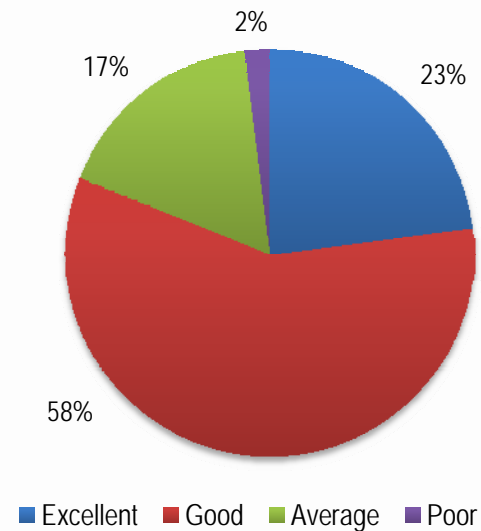
STATISTICS

EXHIBITORS

How do you rate the quantity of visitors at MITT 2008?



How do you rate the quality of visitors at MITT 2008?





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CONFERENCE



ITE Strategy Partners
The Pro-Invest Group

RUSSIAN TRAVEL MARKET – NEW OPPORTUNITIES FOR BUSINESS DEVELOPMENT

The conference took place for the first time alongside the MITT exhibition, with the support of the Strategy Partners Consultancy.

The MITT2008 conference 'Tourism Industry 2008. Russian Market – New Opportunities for Business Development' had various theme based sessions:

- Main trends of tourism development – Russia and the World
- Best practices: from setting strategy to attracting investment
- Improving competitiveness in the tourism business

150 participants attended the conference.

The key speakers included **Alla Peresolova**, Fairs and Communications Assistance Officer, WTO, **Alexander Idrisov**, Strategy Partners, **Alexander Arutyunov**, President, Intourist, **Fyodor Gladky**, Senior Representative, and **Alexander Polidi**, Director of Consulting Management, Auditor and Consultancy Group 'Vash Sovetnik', **Sergey Lozinsky**, Senior Partner, Baunman Innovation, **Rafael Isun**, Senior Partner, Dream Resort Factory, **Alexis Delaroff**, Operations Director, Russia and CIS, ACCOR Group, **Max Gutbrod**, Baker&McKenzie, **Alexander Guly**, Senior Editor, "Vremya Otdykh v Rossii", **Sergey Chumak**, Strategy Partners





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EXHIBITOR SATISFACTION

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We started with MITT on the first exhibition. It's one of the best exhibitions that I have ever seen in the world. Next year, we should increase space and increase the number of exhibitors. I know that if we want to work with the Russian market, we should start here, at MITT.

Mr. Ismail A. Hamid Amer
Egyptian Tourist Attaché

MITT significantly contributes to promotion of Indonesia in Russia. Exhibition is the perfect place for buyer to meet seller and vice versa...
The event's significance for tourism is huge.

Mr. Jero Wacik,
Minister for Culture and Tourism of the Republic of Indonesia

I consider MITT Exhibition to be crucial because it has turned into a traditional event that gathers tourism professionals from all over the world and because Russia is an important tourism market for us.

Mr. Ertugrul Gunay ,
Minister of Culture and Tourism of the Republic of Turkey

We have set out to come here and interface with a lot of Russian trade and to research the market and understand what the new trends are. Also, with the political problems we had in Kenya, we thought it was key for us to come and restore confidence in the market.

Mr. Joseph Sanna,
Exhibitions Manager, Kenya Tourist Board

We have participated in MITT for more than ten years in a row and we find this exhibition very useful for the promotion of Serbia and for making new contacts, first of all with trade, but also with journalists and press. The whole world is here. We are together with our competitors and we have the possibility to promote all that we want to promote in this market. We have very good partners in ITE and they are very helpful.

Ms. Zorica Jovanov
Head of International Marketing, Serbia

[MITT] is the biggest exhibition in Russia and it's very productive and excellent. It's very good; very dynamic.
... It's a great exhibition because there are a lot of people in senior positions. It's a very important market for me because it has excellent consumers and very long stays in Mexico. For me, it's the number one market.

Armina Wolpert
General Director, Arminas Travel, Mexico

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ORGANISERS



MITT is Russia's biggest and most important travel industry event.

The event is supported by a large team of experienced staff in several offices around the world.

If you are interested in receiving more information about MITT, please contact one of the offices below. For all general enquiries, please contact the London office.

BOOK NOW TO SECURE YOUR PARTICIPATION AT MITT 2009!

London:

Tel: +44(0)207 596 5083/5043
Fax: +44(0)207 596 5102
travel@ite-exhibitions.com
www.ite-exhibitions.com

Turkey:

Tel: +90 212 291 8310
Fax: +90 212 240 4381
info@ite-turkey.com
www.euf.com.tr

Moscow:

Tel: +7 495 935 73 50
Fax: +7 495 935 73 51
travel@ite-expo.ru
www.ite-expo.com

China:

Tel: +86 10 596 04 330 807
Fax: +86 10 596 04 330 811
info@ite-china.com.cn
www.ite-china.com.cn

Germany:

Tel: +49(0)40 235 24 0
Fax: +49(0)40 235 24 400
info@gima.de
www.gima.de

www.travel-exhibitions.com