



# Mitt

Partner Destination 2009

**DUBAI**

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Организатор:  
Organised by:



**18-21.03.2009**

Москва, Экспоцентр • Moscow, Expocentre

16-я Московская международная выставка

## ПУТЕШЕСТВИЯ И ТУРИЗМ

16th Moscow International Exhibition

## TRAVEL & TOURISM



# Mitt

## NUMBER 1 TRAVEL & TOURISM EXHIBITION IN RUSSIA

**Moscow International Travel & Tourism Exhibition (MITT)**, held annually in Expocentre, Moscow, confirmed its status as Russia's largest and most important travel industry event in 2009. The event is one of the **world's top 5 travel and tourism exhibitions**:

### EXHIBITION SPACE:

**55,000** sqm  
**9** exhibition halls

### EXHIBITING COMPANIES:

over **3,000** companies from **157** countries & regions  
**7,828** company representatives

### VISITORS:

**85,741** people from **516** Russian cities and towns and **86** other countries  
**74%** of visitors were travel trade professionals

### EXHIBITOR PROFILE

- ▶ National and regional tourist boards
- ▶ Russian regional tourism administrations and committees
- ▶ Tour operators
- ▶ Hotels, resorts and health spas
- ▶ Airlines
- ▶ Cruise lines and ferries
- ▶ Car hire companies
- ▶ Insurance providers
- ▶ Online reservation systems
- ▶ Travel trade associations
- ▶ Travel trade media
- ▶ Travel trade & consumer publications
- ▶ Tourist attractions
- ▶ Educational tourism

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▶ **TRAVEL THE WORLD  
IN 4 DAYS**

Partner Destination 2009  
**DUBAI**

The number of tourist destinations at **MITT** increased considerably in 2009. The exhibiting companies came from **157** countries and regions, including **86** national and regional tourist board stands (\*)

**A**ndorra, **A**ngola, **A**rgentina, **A**rmenia, **A**ustria, **A**zerbaijan, **B**elarus, **B**elgium, **B**ulgaria, **C**alabria, **C**atalonia, **C**hile, **C**hina, **C**olombia, **C**osta Rica, **C**rimea, **C**roatia, **C**uba, **C**yprus, **C**zech Republic, **D**enmark, **D**ominican Republic, **D**ubai, **E**gypt, **E**thiopia, **F**iji Islands, **F**inland, **F**landers, **F**rance, **F**ujairah, **G**ermany, **G**oa, **G**reece, **H**ainan, **H**ong Kong, **H**ungary, **I**ndia, **I**ndonesia, **I**srael, **I**taly, **J**apan, **J**ordan, **K**azakhstan, **K**enya, **K**erala, **K**os, **L**atvia, **L**ebanon, **L**ithuania, **M**acau, **M**alaysia, **M**aldives, **M**alta, **M**auritius, **M**exico, **M**onaco, **M**ontenegro, **M**orocco, **N**epal, **N**etherlands, **N**orth Cyprus, **N**orway, **P**anama, **P**eru, **P**oland, **P**ortugal, **R**as Al Khaimah, **R**omania, **R**ussia, **S**an Marino, **S**erbia, **S**eychelles, **S**harjah, **S**ingapore, **S**lovak Republic, **S**lovenia, **S**outh Africa, **S**pain, **S**ri Lanka, **S**weden, **S**witzerland, **S**yria, **T**hailand, **T**aiwan, **T**anzania, **T**unisia, **T**urkey, **U**AE, **U**kraine, **U**nited Kingdom, **U**SA, **V**ietnam, **Z**ambia

The following **RUSSIAN regions** exhibited at MITT:

**Astrakhan Region, Caucasus Mineral Waters**, Cheliabinsk Region, **Kaliningrad Region, Kaluga Region, Karelia**, Krasnoyarsk Region, **Leningrad Region, Moscow, Novgorod Region, Ore Region, Pskov Region**, Rostov Region, Ryazan Region, Smolensk Region, **St Petersburg**, Tula Region, **Tver Region**, Ulianovsk Region, Vladimir Region, **Vologda Region**

(\*) **Dubai** – an individual national or regional tourist board stand

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## WHY MITT?

### VISITORS:

- ▶ **96%** of visitors consider MITT Russia's most important travel industry event of the year – unmissable;
- ▶ **91%** of visitors were happy or very happy with the results of their visit;
- ▶ **79%** visited the exhibition in order to make new business contacts;
- ▶ **81%** of trade visitors think that attending MITT gives them an edge in difficult market conditions;
- ▶ **94%** would recommend visiting MITT to their colleagues and intend to visit again in 2010;
- ▶ **39%** travel trade visitors had direct purchasing responsibility

### PARTICIPANTS:

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- ▶ **67%** of exhibitors have taken part in MITT for over 5 years;
  - ▶ **85%** of exhibitors thought MITT 2009 was successful or very successful;
  - ▶ **97%** of exhibitors consider MITT the most effective event for the industry in Russia;
  - ▶ **69%** of exhibitors consider participation in MITT the most cost-effective and successful means of targeting the right audience in comparison to other means of promotion;
  - ▶ **65%** see MITT as the main means of their promotion for the season;
  - ▶ **91%** exhibitors plan to participate in MITT 2010.

Information source: independent exhibitor and visitor research during MITT 2009

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## YOUR SAY ABOUT MITT



**Costas Markopoulos, Tourist Development Minister, Greece**

"Russia is a big market. Thousands of Russians visit Greece and there is a big opportunity for more so our presence at MITT has great value. It is an opportunity for cooperation, for commercialisation and for negotiation."



**Sergey G. Kanaev, Director DTCM-Russia, CIS & Baltic States**

"Without a doubt, MITT 2009 has seen a marked increase of interest amongst the travel trade. The Dubai stand, which was the 'Partner Destination' this year, was visited by 10-15% more travel trade professionals than last year. There was a noticeable increase in the number of decision-makers amongst the visitors: directors and destination managers from travel companies. We also recorded an increase in the number of tour operators present. Obviously, the increase of professional interest in the exhibitions is determined by changes in the market and companies' attempts to find new ways to develop and diversify their activities. But the main thing was that the Russian tourism industry has retained its potential, which was clearly demonstrated at the spring exhibition".



**Yoshiaki HOMPO, Commissioner, Japan Tourism Agency**

"Japan is represented at the show for the first time, but we are very well aware that MITT is the biggest Russian event in the sector and that it serves as a meeting point for key professionals. Our MITT 2009 delegation includes influential representatives of the Japanese tourism industry. For us, Russia is not just a country that shows a keen interest in Japan, but it is also one of the most important markets with a huge economic potential. In 2010, we plan to open a representative office, which will function as a national tourism office, as part of our plans for effectively promoting Japan as tourist destination on the Russian market".



**Diego J. Tobon, Extraordinary and Plenipotentiary Ambassador of the Colombian Republic to Russia**

"In the near future, we expect an increase in Russian tourists. Another important factor in the success of Colombia as a travel destination is visa-free entry for Russian citizens from April 2009... MITT is an excellent opportunity to promote ourselves. This year, we are participating here for the first time and we see great potential in the Russian market, which we are just starting to penetrate. Next year, we plan to take a large stand and organise a range of presentations and seminars".



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