

Cruises to be the main topic of the MITT`12 travel exhibition in Moscow

Every year, MITT, the Moscow International Travel and Tourism Exhibition, announces the year's main topic. At MITT 2012, the topic will be cruises, one of the fastest growing segments of inbound and outbound tourism, TOURPROM reports. In addition, the organising committee have announced the statistics of the last MITT exhibition, which was held in March.

"In recent years, sea and ocean cruises have taken their place among the most promising sectors of the global tourism business. According to tourism experts, this sector of the travel industry is constantly developing and the demand for cruise operators' services is growing from year to year," said Maria Badakh, Travel Division Director at ITE, the organiser of MITT. The General Partner of the year's topic, and the International Conference on Cruises held within the MITT exhibition, will be Atlantis Line Sea Cruises. The conference will bring together CEOs of leading international cruise lines and operators, heads of tourism offices and journalists. The conference will discuss the integration of domestic tourism into the global cruise market, and the formation and development of a cruise market in Russia.

"The MITT exhibition is one of the year's main events in the tourism industry, at which all the progressive operators and agents prepare for the new tourism season. We decided to join forces with the MITT exhibition and our partners, cruise companies, to promote this high quality, and most importantly, accessible tourism product," commented Natalia Andronova, CEO of Atlantis Line, on the decision to become General Partner of the year's topic and the International Conference on Cruises.

According to a report published by the organising committee, MITT 2011 featured 1,755 tour operators and national tourism offices presenting 189 destinations from 88 countries, and 86 individual national and regional pavilions. The exhibition occupied 51,125m². According to an audit carried out in 2011, MITT was attended by 79,930 people from 479 Russian cities and 95 countries. 73% of the visitors were tourism industry professionals," said Ms. Badakh.