

ITTFA NEWS

International Tourism Trade Fairs Association Newsletter

www.ittfa.org

Russian & Ukrainian Tourism Markets riding high

The UN World Tourism Organisation ranks Russia ninth in the world, in terms of spending on travel abroad. Outbound trips increased by 17% in 2007, the countries with the highest growth in Russian tourists being Vietnam, Thailand and Austria.

Russia itself is growing as a tourist destination and, with airlines regularly announcing new destinations, Russia is developing its tourist infrastructure and opening up to the world. In August the government announced it was investing 50 million roubles in promoting tourism in Russia. A further 160 million roubles will be used to promote Russia as a destination for tourists from all over the world.

Ukraine is following in Russia's footsteps and its travellers are quickly gaining a reputation for being big spenders too. With a population of 48 million and GDP growth of over 7%, Ukraine is becoming a desirable market for many destinations. Increasing numbers of Ukrainian residents are holidaying abroad and many are venturing further afield from the more traditional destinations in Russia's neighbouring countries. 23 million tourists visited Ukraine last year and this figure is expected to grow significantly, in addition UEFA announced that Ukraine will host the Euro 2012 football tournament.

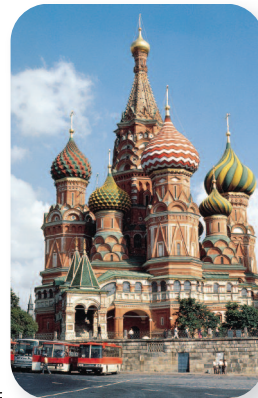
ITTFA member MITT covered 11% more space in 2008 and one extra pavilion. 118 countries and regions were represented at the show, with many new destinations on offer. This year, UITT was chosen as the venue for the

launch of Ukraine's 'Year of Tourism', with the exhibition featuring 688 exhibitors from 58 countries and regions, and showing an impressive 40% growth compared to the previous year.

Meanwhile, Ukraine International Travel Market, (UITM), also a member of ITTFA, has moved site and will celebrate its 15th edition this month when it opens at the International Exhibition Centre (IEC) in Kiev. As well as displaying a cross section of travel destinations, UITM 2008 will also showcase current world trends and brand-new products available in the travel market.

Key growth markets for the region include Spa Tourism and an increasing interest in more exotic destinations further afield, such as Seychelles, Mauritius and Singapore, all newcomers at UITM this year. ITE's Travel Division, the organizers of MITT, have also identified Africa as a growth area and are now in cooperation with Africa Travel Association, ATA.

All in all, as the choice of destinations and holiday genre expands, many more opportunities are being created for those involved in travel and tourism in the region, indicating that both inbound and outbound traffic is set to move up a gear in the year ahead.



MESSAGE FROM THE CHAIRMAN

Dear Members and Industry Colleagues,

Here we are again at the beginning of Autumn and the onset of another busy few months ahead for our members and the industry alike.

ITTFA members CIS and UITM both hold their shows this month, followed closely towards the end of the month by TTGINcontri-TTI in Rimini.

Over the summer we confirmed our involvement in the relaunched UNWTO Protect Children Campaign and hope that you will join us in promoting this worthy cause as best you can.

We also welcome our latest Guest Member, Reiseliv whose details, along with all our members, can be found on our new, updated website.

We hope you will enjoy the read and if you have any comments, suggestions or newsworthy items, we would be happy to hear from you.

Looking forward to seeing you at our next event,

Tom Nutley
Chairman ITTFA

Italy is back, and moving forward

The 45th TTG Incontri-TTI, held later this month over three days – 24th to 26th October – is focusing on looking ahead to the new season and laying foundations for a revival in the Italian holiday business.

It will run a national convention where companies and institutes will meet and discuss how to win back the market share lost in recent years, through joint effort and objectives and looking at the great events which will be on offer from now on until 2015.

The Italy is Back convention is a part of the project "L'Italia che verrà" (The Italy to come), a new TTG Incontri 2008 initiative: exhibitions, round tables and seminars to understand the evolution of the Italian tourist offer in the forthcoming years in terms of product, infrastructures, trends, economic fallout.

It is expected that over 600 international tour operators from 56 countries throughout the world will attend the fair, in search of new ideas and proposals to

include in travel catalogues to be distributed on their respective markets.

There will be many other innovations at the event this year, organised in partnership with Msc Crociere. A whole pavilion will be dedicated to consumer trends, technology and corporate innovation, and – for the first time – one of the themes will be tourism by road with an area dedicated to the world of coach travel, a segment in constant expansion and development on our market.

Furthermore, thanks to the agreement with MSC Crociere, over 2,000 travel agents will come from Central and South Italy, in addition to the regular visitors who attend each year, confirming the event as the most important reference point in Italy for the distribution of tourist products. Attendance registered in 2007 was more than 30,000.



TTG Incontri-TTI is organised by TTG Italia, a company of the Rimini Fiera Group.

ITTFA supports UNWTO in relaunch of Protect Children Campaign



The World Tourism Organization, UNWTO, is strengthening its efforts to encourage the implementation of the Global Code of Ethics for Tourism and within this framework is relaunching its "Protect Children Campaign."

ITTFA has confirmed its support of the campaign and is encouraging members to promote the cause and help raise awareness around the globe.

The campaign is a renewed endeavour to raise awareness across the globe, emphasising that it is unacceptable for the tourism trade and travelling public to tolerate child exploitation in all its forms.

Through this campaign, the World Tourism Organization, UNWTO, hopes to help eradicate child labour and sexual exploitation in the global travel industry. According to an estimate by the International Labour Organization, 246 million children are engaged in child labour, while millions are especially vulnerable to exploitation and abuse.

There is little doubt that there is a strong link between the tourism industry and child exploitation in some areas, especially in countries where economic growth has created an enormous demand for child labour. UNWTO is also concerned about the spiralling growth of sexual exploitation of minors which is often associated to travel and tourism.



UNWTO has designed a new logo, documents and video that will be launched at World Travel Market in London in early November. The full

campaign will take effect on Universal Children's Day – November 20, 2008. ITTFA meanwhile will ensure that the campaign logo and related documents will be distributed via their member show stands as well as in relevant marketing materials.

"ITTFA and its members fully support this worthy project," states Tom Nutley, ITTFA Chairman, "and we encourage other tourism industry bodies, companies and related suppliers to join us in working towards a successful implementation of these basic principles. As responsible industry leaders, it is the duty of us all to educate new and growing markets and help show the way forward in all aspects of the industry."

UNWTO and ITTFA hope that this renewed campaign will put the issue of child exploitation in tourism firmly back on the international human rights agenda. The project is being led by Alla Peressolova, Fairs and Communications Assistance at UNWTO (aperessolova@unwto.org) together with the International Task Force for the Protection of Children in Tourism.

Attracting Traffic to your Stand – Exhibition Advice from ITTFA

With an exhibition hall full of people, how do you ensure that your space will attract visitors? How do you stand out from the crowd? Not only do you need to attract the right visitor traffic, your stand also needs to project the right company image and effectively communicate your desired messages.

The style and design of your exhibition stand is what first grabs people's attention. Therefore design your stand so that it looks professional and ensure that your product is the most obvious feature. It is important that all passersby know what you do!

Make sure that graphics and signboards are large, bold and simple. Use the same thought process as you would for a roadside billboard. You only have a few seconds to attract a visitor's attention and get your message across. Moving displays are usually a good attention grabber, bright lights, music and projected images awaken the senses.

Try to choose a stand that is in an area with high traffic flow, near an entrance, next to a kiosk or on a corner and ideally your stand should have more frontage than depth, this will increase exposure to passing traffic. Also ensure you have plenty of room

left for visitors on the actual stand, once you have placed your displays and furniture.

Whatever you do in terms of advertising and PR at the show, must be in line with your company and product profile and must be appropriate for the audience you wish to target. It is an easy mistake to run gimmicky promotions that create the wrong impression or serve as a major distraction, preventing your staff from engaging effectively with the right visitors.

When it comes to gimmicks and give-aways, think outside the box whilst keeping it relevant. You can hold publicity stunts, demonstrations and competitions on the stand, you can offer hospitality facilities, put on a musical display. Give-aways that promote the company name around the show are the best type so make it something of use on the day.

Whatever you do, make sure your sales team know how to engage quickly and relevantly to make a quick pitch to clients. As always, it is critical that leads are followed up as soon as the show has closed. Attracting large quantities of visitors is great but objectives may not be met if that traffic is not turned into leads and eventually sales.

NEWS UPDATE... Philoxenia Spa Expo will occupy a dedicated hall during **Philoxenia 2008**, October... **The Tourism and Leisure Show (TIP) 2008** is approved by the Ministry of the Economy of Slovenia and includes Conventa - Meetings and Incentive travel show and Boat Show... **World Travel Market 2008 (WTM)**, Thursday 13 November, will play host to the WTM Global Economic Forum. Reminder that **World Travel Market (WTM)**, has a new admission policy - Monday 10 November Opening Day admission by exhibitor invitation only, Ministers, and press. The following 3 days, Tuesday 11 November - Thursday 13 November, will be open to all Meridian Club members, Travel Trade professionals, and press.... The theme of the Nordic Travel Fair **MATKA** in 2009 is "Our world - our responsibility" with a new addition to the fair - Sunday's focus on families and travelling with children.

SHOW
CALENDAR

ITTFA EVENTS 2008/2009

CIS, St Petersburg

1 - 3 October 2008
www.cistravelmarket.com

Ukraine International Travel Market

7 - 9 October 2008
www.autoexpo.com.ua

TTG Incontri, Rimini

24 - 26 October 2008
www.ttgitalia.com

Philoxenia, Thessaloniki
30 October - 2 November 2008
www.helexpo.gr

WTM, London

10 - 13 November 2008
www.wtmlondon.com

EIBTM, Barcelona

2 - 4 December 2008
www.eibtm.com

MATKA, Helsinki

15 - 18 January 2009
www.matkamessut.fi

BTL, Lisbon

21 - 25 January 2009
www.btl.fil.pt

Tourism & Leisure TIP, Ljubljana

22 - 25 January 2009
www.tourism-fair.com

Slovakiatour, Bratislava

22 - 25 January 2009
www.incheba.sk

HolidayWorld, Prague

5 - 8 February 2009
www.holidayworld.cz

IFT, Belgrade

26 February - 1 March 2009
www.ift-belgrade.com

Utazas, Budapest

26 February - 1 March 2009
www.utazas.hungexpo.hu

MITT, Moscow

18 - 21 March 2009
www.mitt-moscow.com

TUR, Gothenburg

19 - 22 March 2009
www.tur.se

UIIT, Kiev

25 - 27 March 2009
www.uiit-kiev.com

SATTE, New Delhi

24 - 26 April 2009
www.satte.org

For further information on how to join ITTFA or on our member shows view www.ittfa.org

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