

18 May 2010



Press Release

MITT Organiser's Decision to Meet Expectations of the Market

ITE Group Plc, a leading organiser of trade exhibitions and conferences, the name behind the largest Russian spring travel and tourism event MITT, announces of its decision to withdraw from organising the autumn travel exhibition Otdykh / Leisure 2010, previously held in partnership with MSI Fairs & Exhibitions at Expocentre in September.

Being sensitive to the trends of today's travel market, ITE came forward with the initiative to cancel duplicate travel and tourism seasonal events, which was welcomed by all the market players, largest tour operators, trade associations, national tourism boards and travel agents.

ITE's management feels that the decision will have a positive effect on Russia's travel market development. Removing duplicate travel events will allow travel companies and state organisations to optimise their promotion budgets, while trade visitors will have a chance to learn about new offers of the season at larger and more comprehensive events.

The decision also means that the organiser of MITT will be able to focus its effort, experience and resources on this main travel event for Russia and CIS, which is one of the top five travel exhibitions in the world.

According to Alexander Shtalenkov, General Director of ITE Russia, 'It was a logical step to meet the demands of the market, which has become clear over the past few years. We have listened to the trade and are pleased to come forward with the initiative to cancel the duplicate events. I am convinced that restoring the status quo and offering just one significant travel event per season will be welcomed by the market players and will allow them to effectively present their tourism product at one event only, both in spring and in autumn'.

MITT 2011 will traditionally take place at Expocentre on 16-19 March. MITT is the largest travel and tourism exhibition in Russia showcasing over 3000 companies from 120 countries and regions. In 2010 the event was attended by 79,500 visitors.

ITE's portfolio of travel and tourism events also includes UITT (Ukraine), Leisure (Russia), TourSib (Russia), KITF (Kazakhstan), AITF (Azerbaijan) and EMITT (Turkey). For more information, please visit: www.travel-exhibitions.com.