

Mitt

Travel industry turns out in force for this year's MITT exhibition Russia's largest travel event records a 17% increase in trade visitors

MITT, one of the top five travel exhibitions in the world, welcomed a record number of trade visitors this year, beating last year's figures by 17%. In total, 46,300 unique visitors came to the show, and an official attendance of 79,850 was recorded. Event Director, Maria Badakh, was pleased with the turnout, "MITT has always been a well-attended event and, this year, we were delighted to see the aisles even busier than usual. Furthermore, exhibitor feedback suggests that visitors continue to be of a high quality, giving exhibitors the best possible chance to attract more Russian tourists. Needless to say, we were very happy with the result!"

This year, MITT was spread across eight pavilions in Moscow's central exhibition centre, Expocentre, covering a total area of 50,000 m². The event hosted 1,750 main stand holders, including leading travel companies and national tourism offices, and gave visitors the opportunity to discover more about the hotels, tour operators and other service providers from 185 destinations.

One of this year's major attractions was the Greek stand, covering an impressive 1,600 m² and comprising approximately 75 Greek companies. As MITT's partner destination this year, Greece was a 'must see' stand. Greece's Minister of Tourism attended the event and commented, "It's wonderful to be here. MITT provides a good opportunity to exchange ideas. We have found a great interest in cultural tourism and we seek to pursue this further both this year and in the years to come. I think the exhibition is marvellous".

Many other destinations demonstrated the importance of the Russian market to their tourism industry by significantly increasing the size of their stands. These included China, Israel, Japan, Ethiopia, Seychelles, Costa Rica, Tunisia and South Africa. Also, Kenya made a welcome return to the exhibition this year following huge demand from tour operators in the region.

Other displays that captured visitors' attention included Holland's flower festival, Albania's Adriatic resorts, South Africa's football World Cup promotions, Zambia's Victoria Falls, Vancouver's Olympics presentations and Réunion's attractions. The second day of the exhibition was dedicated to the Dominican Republic and Spain.

This year's new launch, the medical tourism sector, proved a huge success. The growth in medical tourism fuelled a great deal of interest in the sector's exhibitors, who offered medical services all over the world. The co-located Medical Congress, co-organised by treatment-abroad.ru, featured presentations by 20 key representatives of the sector, who shared their experiences with delegates. There was particular interest in a session presented by Elena Harvardt, Director of treatment-abroad.ru, who focused on medical treatment in CIS. According to Maria Badakh, "We are delighted to announce that the medical sector will become a permanent feature of the show, following this year's success. In fact, the general feeling amongst participants was that demand far outweighs supply so this is a sector that looks set to grow and grow. Next year's Congress will provide an invaluable insight into the medical tourism sector in Russia and abroad, and offer advice for increasing profitability, attracting new clients and other vital aspects associated with the sector".

Many cultural shows and informative presentations took place during the event, capturing visitors' imagination and helping to educate Russia's travel agents travel package features and attractions in key destinations. In addition, there were conferences on 'Tourism in Russia: Opportunities for Development' and 'Information Technologies in Tourism: Challenges and Prospects for the Development of Electronic Limited-Issue Forms'.

MITT 2011 will take place on 16-19 March. The second edition of the Medical Congress will take place on 17-18 March.

Ends.

Notes to editors

MITT caters for the trade and consumer travel market, with the first two days of the exhibition open exclusively to trade visitors.

Official sponsors of MITT 2010 are: Greece, Dominican Republic, Atlantis Line, Pegas Touristik, Lanta-Tur, Voyage, Pac Group, Gartour, Danko, TUI Russia, Lithuanian National Tourism Office, Voyage Hotel Turkey. MITT's official partners are: UNWTO, PATA, ITFA, CECTA, ATA, World Travel Awards and Skyteam.

This year, the 'Wild Card' was won by Vancouver Tourism – this was the first time that Canada has participated in the exhibition. MITT formed part of Vancouver Tourism's wide promotional campaign inspired by its hosting of the Olympics in February.

The medical tourism section included the following exhibitors: Medical Center Rogaska (Slovenia), Center Of Beijing Tibet Hospital (China), Medical Center Chaim Sheba (Israel), Jordan Private Hospital Association (Jordan), Vilnius Heart Surgery Centre (Lithuania), Medical Travel GmbH, University Medical Centre Freiburg, DeutschMedic GmbH, Medcurator Ltd., Medclassic (Germany), Genolier Swiss Medical Network (Switzerland), Premiamed Management GmbH (Austria), and Lissod Modern Cancer Care Hospital (Ukraine).

The conference on 'Tourism in Russia: Opportunities for Development' included the following speakers: Marina Drutman, Deputy Minister of Industry, and representatives of the UNWTO, Strategy Partners, Bauman Innovation, Administration of Veliky Novgorod, Concretica, Tralliance Corporation and Ugra Service Holding.

The conference on 'Information Technologies in Tourism: Challenges and Prospects for the Development of Electronic Limited-Issue Forms' took place on 18 March and featured presentations by leading experts from Amadeus, Info-port, Nota Bena, PPP UDP, Bronni.ru, Megatech, SAMO-Soft, etc.

[Please click here for more information about our exhibitors](#)

About the organiser

MITT is organised by ITE Group Plc, a leading organiser of trade exhibitions and conferences, with over 180 events held annually in 11 countries. The company specialises in organising events in fast-developing markets, in particular Russia, CIS, Eastern Europe, Turkey, China and Africa. ITE has a large network of local offices throughout these regions.

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.

Images



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