

# Mitt

## **MITT 2011 review: another great success for the travel industry**

MITT 2011, the 18<sup>th</sup> Moscow International Tourism Exhibition, is Russia's leading travel exhibition and one of the top five travel exhibitions in the world. This year's event was a huge success attracting more than 79,900 visitors, once again, proving that the show is an effective and efficient way to build awareness amongst the Russia's tourism trade and consumers.

The exhibition hosted more than 3,000 exhibitors from 189 countries and regions, including several new destinations, such as Abu Dhabi, Azerbaijan, Bhutan, Botswana, El Salvador, Iraq, Korea, Mexico, Monaco, Nicaragua, Venezuela and USA. Argentina, Colombia, Cuba, Taiwan and Singapore also returned to the show after a year's absence.

There were several attractions which proved to be popular with visitors including the medical tourism sector. Medical tourism is one of the fastest growing sectors of the Russian travel industry, as the ever more health-conscious population seeks more advanced technology, better healthcare or faster medical services abroad. This was complemented by the Medical Congress, MHTC, which ran alongside the exhibition and featured presentations from key representatives of the sector.

V. Mutko, the Minister of Sport, Tourism and Youth Policy of the Russian Federation, expressed the significance of the exhibition, "MITT is an important event for tourism professionals in Russia. It is at this exhibition that industry professionals have the opportunity to obtain comprehensive information about the market, learn about offers for the spring/summer season, receive professional advice, and communicate personally with the leaders of the tourism industry. This prestigious and expertly organised exhibition is increasingly attracting the attention of the global tourism community."

Exhibitor comments underlined the importance of the event for international destinations:

"As far as we are concerned it's the biggest ever, we are here with over 500sqm and our exhibitors seem to be extremely satisfied with the setting. We think the opportunities for us in this particular market, the Russian market, are huge. Our anticipations are the same." Oren Drori, Israel Ministry of Tourism

"The exhibition as always is really very important for us. Our companies have meetings on the stand and of course our expectations are very good, a very successful event as always. For Bulgaria this is one of the traditional events during the year and of course this is the biggest national stand that we organise and for us the impact is very important for the tourism industry." Anelia Genova, Ministry of Economy, Energy and Tourism, Bulgaria

“We’re back again and again and I am sure we’ll be back here next year that is a testimony of how the show is going and how important it is not only to us, but to our members who are participating with us and this is important.” Nayef H. Al-Fayez, Jordan Tourism Board

Maria Badakh, Head of Sales, Travel Division ITE Group commented on this year’s event: “The continued success of the event over the last 18 years reflects the growing demand for travel services in Russia and the spending power of Russian travellers. According to the UNWTO, Russia has the 9th largest outbound tourism market in terms of expenditure and it is increasing by 14% p.a. We are already preparing for next year’s event which will be held on the 21-24 March 2012 and are looking forward to meeting with our clients again and welcoming new destinations.”

**Ends**