

**Press release
Immediate release**



MITT welcomes Dominican Republic as Partner Country

The 19th annual edition of [MITT \(Moscow International Travel and Tourism\)](#) is pleased to announce that the Dominican Republic will be the Partner Country for Russia's largest and leading travel and tourism exhibition, taking place on 21st March – 24th March 2012.

The Russian office of the Dominican Republic Ministry of Tourism has been taking part in MITT since 2005, starting with a 40 m² stand. Every year since then, as the exhibition grew its status, and the Russian outbound travel market started to show impressive growth rates, the Dominican Republic has increased its presence.

In the latest reports of UNWTO, Russia is described as one of the key markets for world travel. The tourist industry in the Dominican Republic is eager to offer their services at the MITT exhibition. In 2005, the Dominican Republic only had 2 co-exhibitors; now more than 15 representatives of hotel chains and tourist companies are expected to take part. The event is a great platform for business meetings in the tourism industry.

Galina Lyssenko, Director of the Russian office, Dominican Republic Tourism Board commented: "We have no doubt the forthcoming MITT show will be a great success for all exhibitors and we will give everybody a very warm welcome on the stand of the Dominican Republic. The year 2012 is very significant for us, since we plan to give a special attention to the Russian market. While the statistics registered only 400 tourists from Russia in 2002, we had record figures in 2011, with the total number of Russians tourists reaching almost 121,000."

Maria Badakh, Head of Sales, Travel Division said: "We are delighted to welcome the Dominican Republic as a Partner Country. Last year, MITT attracted 79,930 visitors and we are proud to contribute to the Dominican Republic's growth in popularity to Russian tourists".

On the 2nd day of the exhibition, the Dominican Republic stand will be holding a Dominican Republic Day, with a special cocktail party, an educational seminar, dance sessions, cigar roll presentations and degustations.

The country's aim is to show all the variety of options available. For many years, the Dominican Republic has been perceived as a pure leisure destination. As Russian tourists become more exigent and curious, they can enjoy the country for its cultural tourism, diving, weddings, golf, extreme sports, luxury leisure and MICE.

Notes to editors

The Dominican Republic Ministry of Tourism covers more than 20 countries worldwide thanks to the strategy of promotional offices and representatives. The Russian market is one of the leaders in terms of growth, registering 50-60% increase in traffic every month.

Recently, the Dominican Republic Ministry of Tourism have been paying more and more attention to the North Coast, known for its qualified hotels and incomparable beaches for extreme sports. The Samana peninsula, on the northeast of the country, is a special place as it has a unique atmosphere and outstanding landscapes. The central part of the country is perfect for rafting, canoeing, alpinism, with a very pleasant climate, sometimes called eternal spring.

Established in 1991, ITE is a leading organiser of international trade exhibitions and conferences. The group has built an impressive portfolio of B2B events covering all major industries. ITE's events are supported by a large network of offices which play a vital role in understanding local market conditions. Its major brands now enjoy global recognition within the industries that they serve

MITT's official partners are: The Government of Moscow, Ministry of Sports, Tourism and Youth, The Federal Assembly of Russia, ITTFA, CEFTA, UNWTO and PATA.

For further information, please contact:

Vicky Aitken
Marketing Executive
ITE Group Plc
Tel: +44 (0)20 7596 5200
Email: vicky.aitken@ite-exhibitions.com

Ends