

# ОТДЫКН

INTERNATIONAL  
RUSSIAN  
TRAVEL  
MARKET

## Home of Tourism



11-13 SEPTEMBER 2018  
MOSCOW, EXPOCENTRE FAIRGROUNDS



[WWW.TOURISMEXPO.RU/EN](http://WWW.TOURISMEXPO.RU/EN)

Organiser:



Supported by:



# WELCOME TO OTDYKH!

OTDYKH Travel Market is Russia's leading travel and tourism event, which in 2017 incorporated the Exhibition and the Forum.

Every year OTDYKH starts the sales of winter programmes and initiates the planning of the next summer season. Three days of productive work give the exhibitors an opportunity to meet new partners and clients - travel agencies, tour operators and other tourism industry representatives from all regions of Russia and the CIS countries.

The hallmark of the OTDYKH business programme is the practical significance of the discussion topics for the travel industry and the opportunity to take part in a direct dialogue with the authorities.

In 2018 OTDYKH International Travel Market will celebrate its 24<sup>th</sup> edition. Be a part of OTDYKH 2018 – don't miss the time of personal meetings!



## EXHIBITING COUNTRIES

Armenia	Morocco
Bulgaria	Mexico
Brazil	Namibia
Hungary	UAE
Vietnam	Peru
Germany	Portugal
Greece	Belarus
Georgia	South Korea
Dominican Republic	Russia
Egypt	Romania
Israel	Serbia
India	Slovakia
Indonesia	Slovenia
Spain	Thailand
Italy	Tanzania
Kazakhstan	Finland
Kenia	France
Cyprus	Montenegro
China	Czech Republic
Cuba	Switzerland
Maldives	Sri Lanka
Malta	Estonia

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“This year 12 companies exhibited at the Dominican Republic booth. Our stand was busy all three days and all participating companies were occupied throughout the exhibition. Next year we are planning to increase the size of the stand to present a comprehensive cultural programme.”

**Galina Lysenko,**  
Head of Representative Office of the Ministry  
of Tourism of the Dominican Republic



“The exhibition has a promising future; it is a platform for successful negotiations, business meetings and discussions. For more than 20 years, we have exhibited at OTDYKH and consider this event as an excellent opportunity to meet, discuss and negotiate. We appreciate the exhibition attendance and the professional level of the visitors who come to our stand.”

**Inessa Doykova,**  
PR-director, NATALIE TOURS

“

## FEEDBACK 2017

15000

m<sup>2</sup> EXHIBITION AREA

861

EXHIBITORS

44

COUNTRIES

41

REGIONS



## BUSINESS PROGRAMME

The OTDYKH organizers offer a large-scale business programme. In 2017 three intensive days included over 30 business events, attracting 180 experts and 2000 delegates.

- panel discussions
- conferences
- round tables
- intergovernmental meetings
- agreements signing



## KEY TOPICS:

- State and private partnership in tourism
- Hospitality business
- Industrial tourism
- MICE
- Museums and travel industry
- Ecotourism
- Children's and youth tourism
- Gourmet & wine travel
- Spa & health tourism
- Space tourism
- Education in tourism
- Travel Technologies
- Successful marketing practices
- National and territory branding
- Sales practices for travel agencies



## RUSSIAN REGIONS

Adygea Republic  
 Arkhangelsk Region  
 Baikonur City  
 Chechen Republic  
 Chuvash Republic  
 Dagestan Republic  
 Ingushetia Republic  
 Kabardino-Balkar Republic  
 Kaliningrad Region  
 Kaluga Region  
 Kamchatka Region  
 Karachay-Cherkess Republic  
 Karelia Republic  
 Kemerovo Region  
 Khanty-Mansisk - Yugra  
 Komi Republic  
 Kostroma Region  
 Krasnodar Region  
 Leningrad Region  
 Marij El Republic  
 Moscow City

Moscow Region  
 Murmansk Region  
 Nizhny Novgorod Region  
 North Ossetia-Alania Republic  
 Novgorod Region  
 Penza Region  
 Perm Region  
 Primorye Territory  
 Pskov Region  
 Sverdlovsk Region  
 Sebastopol City  
 Tatarstan Republic  
 Tver Region  
 Tula Region  
 Tumen Region  
 Ulyanovsk Region  
 Vladimir Region  
 Vologda Region  
 Voronezh Region  
 Yaroslavl Region

## EXHIBITOR MARKETING TOOLS

- News on exhibition's website
- Email newsletters to the target audience
- Promotion in social networks
- Announcements in mass media
- Partnership in business and specialized events
- Sponsorship opportunities

## FESTIVAL SECTION

The Forum's festival events give an opportunity to feel the exclusivity of tourist destinations.



- Cooking master classes within "The Gourmet travel Academy"
- Contest of presentation materials and information videos of Russian regions "Hello Russia, My Homeland!"

# OTDYKH

## LEISURE

*We*



*Leisure*

## 24<sup>TH</sup> INTERNATIONAL TRADE FAIR FOR TRAVEL & TOURISM

OTDYKH 2017 was very busy on all three days. The exhibition was attended by a record-breaking number of qualified visitors and regional buyers. During three exhibition days over 40770 visits of travel industry specialists from 80 countries and 74 regions of Russia were registered.

Following the world trends in the exhibition industry, the organizers of the 23<sup>rd</sup> International Forum and Exhibition have segmented the exposition and business events, making the main emphasis on the dynamically developing sectors of tourism.



## SPECIAL SECTION

# OTDYKH

TRAVEL TECHNOLOGY

In 2017 61% of OTDYKH visitors attended the TRAVEL TECHNOLOGY section, where the latest IT products and developments in the tourism industry were presented.

**The 6th conference "IT Technologies in tourism"** is a highly professional platform for dialogue of experts and an exchange of experience in the field of application of the newest modern information technologies in creation of tourist product.

## TRAVEL TECHNOLOGY EXHIBITORS

- on-line hotels and flight booking systems
- OTA - online travel agencies
- payment systems
- mobile technology
- CRM systems
- Start-up projects





## 14<sup>TH</sup> INTERNATIONAL MEETINGS INDUSTRY AND BUSINESS TRAVEL EXHIBITION & CONFERENCE

OTDYKH MICE Exhibition and Conference provide a great opportunity to discover new event destinations & venues, as well as to meet MICE service providers, partners and clients.

### OTDYKH MICE EXHIBITORS

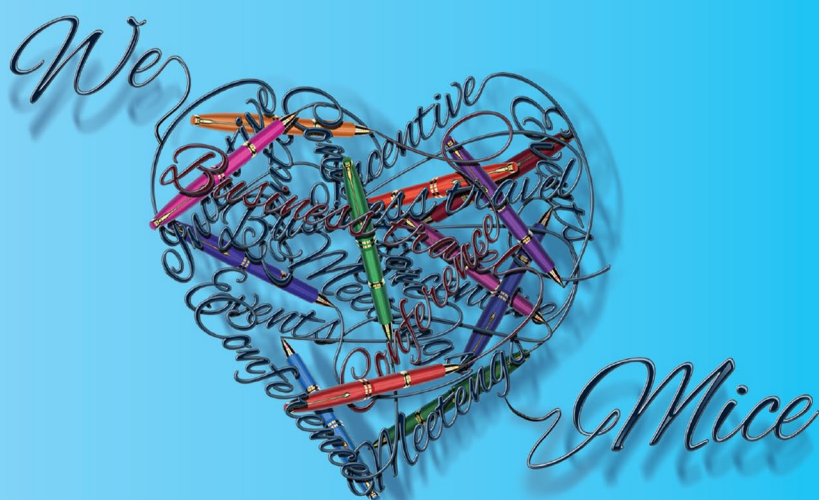
- Business travel tour operators
- Professional Conference Organizers
- MICE and event agencies
- Hotels
- Event venues and locations
- Conference services providers

## EVERYTHING FOR SUCCESS

**Special service for exhibitors:** standard exhibition stands decorated with original exhibition elements or equipped working space.

The price includes the promotion package and Pecha-Kucha meetings with **direct buyers - the corporate clients.**

The Sponsorship programmes with a **maximum range of marketing services** work before, during and after the show.



**OTDYKH**

**MICE**

# OTDYKH

SPA & HEALTH



## 14<sup>TH</sup> INTERNATIONAL EXPOSITION AND CONFERENCE ON MEDICAL TOURISM, SPA & HEALTH



### EXHIBITORS AT OTDYKH MEDICAL TOURISM, SPA & HEALTH

- Private and state medical clinics
- Rehabilitation and diagnostic centres
- Medical and health tourism operators
- Medical and SPA associations
- SPA hotels
- Medical SPA
- Health resorts

**Target visitors:** travel industry specialists, physicians, direct clients.

**Special service for exhibitors:** standard exhibition stands decorated with original exhibition elements or an equipped working space. The price includes a **promotion package** with target mailing with exhibitor information.

### BECOME A CONFERENCE PARTNER

**The annual international conference** is the leading professional and educational event for specialists in the field of medical and health tourism.

Industry experts, invited speakers and the target audience of the Conference delegates, as well as the wide event promotion by the press and on the Internet are the factors that work for the Conference Partner, helping in the favourable image formation and brand promotion of a company, a clinic or a health centre.





GOURMET & WINE TRAVEL

### 3<sup>RD</sup> INTERNATIONAL EXPOSITION AND CONFERENCE FOR GOURMET & WINE TOURISM "TRAVELING WITH TASTE"

Food and wine tourism has seen a growing demand in recent years. Now it is one of the most dynamic segments within the tourism market. An increasing number of Russian travellers are searching for culinary destinations, wine-testing holidays and exotic food experiences!

#### GOURMET & WINE TOURISM EXHIBITORS

- Food & wine tours organizers
- Wineries
- Manufacturers of authentic products
- National culinary schools and master classes
- Gourmet regions

#### COOKING MASTER CLASSES "THE GOURMET TRAVEL ACADEMY"

This is a popular and dynamic part of business programme that offers the exhibitors and guests an opportunity "to taste a country".

**Become a partner of cooking master class.** In the specially designed cooking area, the master classes' participants cook national dishes together with the invited chefs, and at the same time watch the presentations of the partners, and play quiz games.



## EXPOCENTRE - A VENUE FOR THE OTDYKH INTERNATIONAL RUSSIAN TRAVEL MARKET

The Expocentre Fairgrounds offers nine fully equipped exhibition pavilions with the most modern infrastructure and facilities, multifunctional halls for conventions, press conferences, meetings and seminars. The area of 165,000 sqm. is situated in the centre of Moscow. It is easily and conveniently accessible by the Metro.



## BEST ORGANISATION WITH EUROEXPO



EUROEXPO was founded in Moscow in 1992 and today is the largest private exhibition organisation in Russia. EUROEXPO is a member of the Russian Union of Exhibitions and Fairs, of the Moscow Chamber of Industry and Commerce (ICCA) and of the Global Association of the Exhibition Industry (UFI). EUROEXPO Exhibitions & Congress Development GmbH with its office in Vienna, Austria, is responsible for international relations and sales & marketing of the exhibitions and conferences. Every year, EUROEXPO Moscow and EUROEXPO Vienna are jointly responsible for the organisation, as well as the professional implementation of 17 international trade fairs.

[WWW.EURO-EXPO.ORG](http://WWW.EURO-EXPO.ORG)

## OTDYKH TEAM

### **Moscow, Russia:**

119002 Moscow, Arbat str., 35, of. 423  
Tel.: +7 (495) 925-6561/62  
Fax: (499) 248 25 76

### **Director of Travel**

#### **Exhibitions Department**

Ms. Violetta Tulich  
violetta@euroexpo.ru

### **Exhibitions Director**

**OTDYKH MICE, Travel Technology,  
Medical Tourism, Spa & Health,  
Gourmet & Wine Travel**  
Ms. Liubov Mordvintseva  
mice@euroexpo.ru

### **Sales Manager**

Ms. Belova Margarita  
belova@euroexpo.ru

### **Business Programme Manager**

Ms. Tatiana Ponomareva  
ponomareva@euroexpo.ru

### **Technical Manager**

Mr. Konstantin Levin  
technik2@euroexpo.ru

### **Exhibition Projects Coordinator**

Ms. Ekaterina Alekhina  
katherin@euroexpo.ru

### **Vienna, Austria:**

Euroexpo Exhibitions &  
Congress Development GmbH  
Wagenseilgasse 3, Euro Plaza, Building I  
1120 Vienna, Austria  
Tel.: + 43 1 230 85 35 – 36 I  
Fax: + 43 1 230 85 35 - 50/51  
<http://www.euro-expo.org/>  
Visitrussia@euroexpo-vienna.com

### **International Project Director**

#### **Travel Exhibitions Division**

Anna Huber, Ph.D.  
a.huber@euroexpo-vienna.com

### **Technical Manager**

Mr. Kirill Gavrilin  
k.gavrilin@euroexpo-vienna.com

[WWW.TOURISMEXPO.RU](http://WWW.TOURISMEXPO.RU)