

29TH INTERNATIONAL TRAVEL & HOSPITALITY SHOW

16–18 MARCH 2023

CROCUS EXPO, MOSCOW, RUSSIA

TRAVEL & HOSPITALITY SHOW REPORT



WE THANK OUR SPONSORS AND PARTNERS FOR THEIR SUPPORT IN ORGANIZING MITT 2023

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РИ ВЕСТИ ПОДМОСКОВЬЯ

Hot Link



KEY FACTS ABOUT MITT

MITT International Travel & Hospitality Show is the largest exhibition of its kind in Russia*.



Exhibitors

768 companies
21 countries
57 Russian regions



Visitors

14,830 visitors
54 countries
83 Russian regions



ФРИО
ФЕДЕРАЦИЯ РЕСТОРАТОРОВ И ОТЕЛЕЙЕРОВ РОССИИ

The Russian Federation of Restaurateurs and Hoteliers was the general partner of the show.



Business programme

3,648 attendees
170 speakers
17 business events



Floor area

17,000 m²



The MITT exhibition is an unmissable event for the tourism industry, not only for regions to exchange experience and learn about new products, but most importantly, it's where business gets done. People make business deals and plan future projects here. And most importantly, all this happens at MITT with the support of government.

Sergey Yakovlev

Minister for Tourism and Folk Crafts Nizhny Novgorod Region

MITT is a business platform for countries, regions, and companies that offer products and services in the Russian tourism and hospitality market.

Professionals choose MITT because they know that it is the Russian B2B event, which attracts the biggest number of tourism and hospitality professionals from Russian regions and from around the world.



I come here every year to make new contacts and find new partners. MITT is a great place for new contacts, communicating with colleagues, finding new destinations and deals, and making profitable contracts.

Elena Putilova

General Director of Kaleidoscope travel agency, Novouralsk, MITT exhibition visitor

*Biggest in all "Tourism and Leisure" nominations of the All-Russian Exhibition Rating 2018-19

EXHIBITORS

768 companies
from 21 countries
and 57 Russian regions



Representatives from 21 country took part in MITT 2023.

Among participating countries: Türkiye, Thailand, Algeria, India, Uzbekistan, Malaysia, Sri Lanka, China, Belarus, Uganda and others.

44 companies participated in MITT for the first time in 2023, including **MTC Travel**, **Check In (hotel booking service)** and **MANTERA Group**.

Exhibitors profile

Companies which represent all travel & hospitality sectors. This year's show welcomed three new sectors:



Glamping



HoReCa (Hotel, restaurant and café)



Health and Medical Tourism

EXHIBITORS

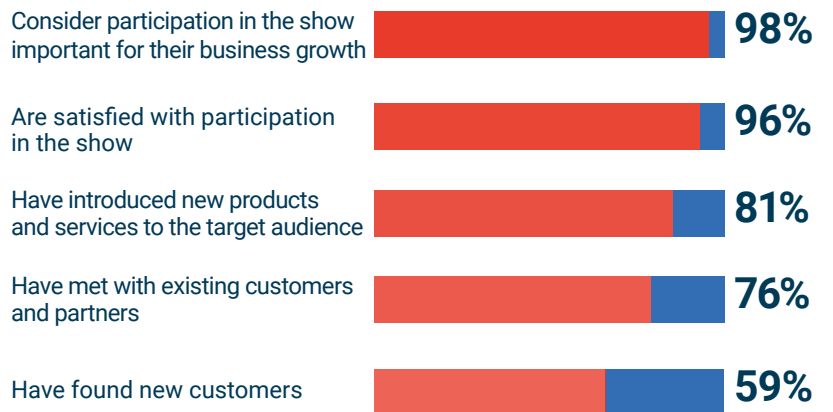
MITT demonstrates the potential of Russian inbound and domestic tourism. It is the best showcase for tourism opportunities in Russia.



Business areas of participants

- Tour operators and travel agencies
- National tourism offices
- Regional tourism offices
- Cruise agencies
- Hotels and accommodation
- MICE agencies
- Glamping
- Health and medical centres
- Transport companies
- Travel tech companies
- HoReCa (Hotel, restaurant and café)
- Museums and parks
- Adventure tourism
- Specialized tourism

Participant survey results*



*Figures established by a multiple-choice survey



The MITT exhibition is a great occasion for bringing together professionals from the entire travel community. That is especially valuable after the long COVID years. We were very pleased by the interest in Tunisia at this year's MITT.

Gouider Neji

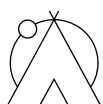
Representative in Russia & CIS,
Tunisian National Tourism Office

NEW SECTORS

Businesses that understand which way the industry is moving will be the best at winning new customers. MITT 2023 helped that understanding with three new sectors devoted to fast-growing segments of the tourist industry.



Glamping was the largest of the new sectors at MITT 2023.



АССОЦИАЦИЯ ГЛЭМПИНГОВ

The Glamping Association is the partner of the MITT glamping sector.

22% of MITT visitors (**3 284 people**) said they are interested in glamping as a form of holiday accommodation.* The exhibition brought together industry leaders, glamping firms, and manufacturers of glamping equipment and modular homes.



ФРИО
ФЕДЕРАЦИЯ РЕСТОРАТОРОВ И ОТЕЛЕЙЕРОВ РОССИИ

The Russian Federation of Restaurateurs and Hoteliers was the MITT general partner and main exhibitor in the HoReCa sector.

21% of MITT visitors (**3 001 people**) expressed interest in hotel and restaurant planning*



АССОЦИАЦИЯ ОЗДОРОВИТЕЛЬНОГО ТУРИЗМА И КОРПОРАТИВНОГО ЗДОРОВЬЯ

The Health Tourism and Corporate Health Association was the partner of the MITT health and medical tourism sector

18% of MITT visitors (**2 726 people**) expressed interest in health and medical tourism*



Glamping



Health and Medical Tourism



HoReCa
(Hotel, restaurant and café)



MITT inspires ambitious solutions and changes the way of looking at things. The friendly atmosphere at MITT makes it easier to find new partners and clients.

Zhanna Kira

President of the Russian Glamping Association

RUSSIAN REGIONS

MITT is an event that brings together thousands of industry representatives: tour operators, travel agents, hoteliers, and other participants of the tourism and hospitality market.



Hall No. 3 at MITT is always the main venue for representatives of Russian regions and the CIS. It was a focus of attention at MITT 2023, and for good reason: more than **600** companies from **57** Russian regions presented a broad range of holiday and leisure options for the busy summer season and for all seasons, gathering for both business travellers and family holidays.



This year's private cocktail party (part of the MITT opening ceremony) was sponsored by Sakhalin and Kemerovo regions and by the Krasnodar winery, Château de Talu.

Russian regions participating in MITT for the first time in 2023



Mari El



Tomsk oblast



Udmurtia



Khakassia



Chuvashia

For the second year in a row the Republic of Dagestan and St. Petersburg were, respectively, MITT strategic partner and partner city. The company KAVKAZ RF (development company for the Russian Caucasus) was the MITT partner for mountain tourism, and Sber acted as official partner bank. The Russian hotel booking service, Check in, was the official partner of MITT 2023.



SUPPORT FROM GOVERNMENT

The official opening ceremony of the 29th MITT International Travel & Hospitality Show was held on March 16, 2023. The Republic of Khakassia was the partner of the opening ceremony.



Russian and foreign government officials who gave welcome speeches at the opening ceremony were as follows:

Dmitry Chernyshenko, Deputy Prime Minister of the Russian Federation; **Tatyana Lobach**, Deputy Chairman of the State Duma Committee on Development of Tourism and Tourism Infrastructure; **Alla Salaeva**, Deputy of the State Duma of the Federal Assembly of the Russian Federation, Head of the Working Group for Children and Youth Tourism; **Khristofor Konstantinidi**, Chairman of the Expert Council of the State Duma Committee on Development of Tourism and Tourism Infrastructure; **Janitha Abeywickrema Liyanage**, Ambassador to Russia of the Democratic Socialist Republic of Sri Lanka; **Sergei Melnikov**, Head of the Republic of Dagestan; **Oleg Khorokhordin**, Head of the Altai Republic, Chairman of the Government of the Altai Republic; **Maria Litovko**, Deputy Governor of the city of Sevastopol; **Yulia Ismagilova**, Deputy Head of the Republic of Khakassia, Prime Minister of the Republic of Khakassia; **Harin Fernando**, Minister of Tourism and Land of the Socialist Republic of Sri Lanka; **Sergey Korneev**, Chairman of the St. Petersburg Committee for Development of Tourism; **Vadim Volchenko**, Minister of Resorts and Tourism of the Republic of Crimea; **Artyom Lazarev**, Tourism Minister of Sakhalin Region; and others.



The exhibition was officially supported by:

The Government of the Russian Federation, the State Duma Committee on Development of Tourism and Tourism Infrastructure, the Federation Council Committee on Social Policy, the Government of the Republic of Khakassia, the Government of the Republic of Ingushetia, the Russian Tourism Industry Union, the Federation of Restaurateurs and Hoteliers of Russia, the Glamping Association, and the Association of Health Tourism and Corporate Health.

We thank the MITT show for bringing together all participants of the market at a time when companies are achieving new breakthroughs in their business.

Alla Salaeva

Deputy of the State Duma of the Federal Assembly of the Russian Federation and Head of the Working Group for Children and Youth Tourism



VISITORS

14 830 visitors
from 54 countries
and 83 Russian regions



Visitor profile

67% of MITT 2023 visitors (**9 886**) were industry professionals: representatives of travel agencies, hoteliers, accommodation owners, tour operators and corporate event organizers, and other players in the tourism and hospitality market.

51% of all industry professionals attending MITT 2023 were newcomers.

33% (**4 944**) of MITT 2023 visitors came as private individuals.

62% of the non-industry visitors came to MITT for the first time in 2023.

Business areas of travel companies

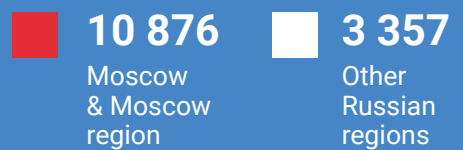
- 29% Domestic tourism
- 27% Outbound tourism
- 44% Both

Visitor geography



Most of the foreign visitors to MITT 2023 came from:

Belarus, Turkey, Egypt, Abkhazia, China



Top 10 regions of Russia by the number of visitors to MITT 2023:

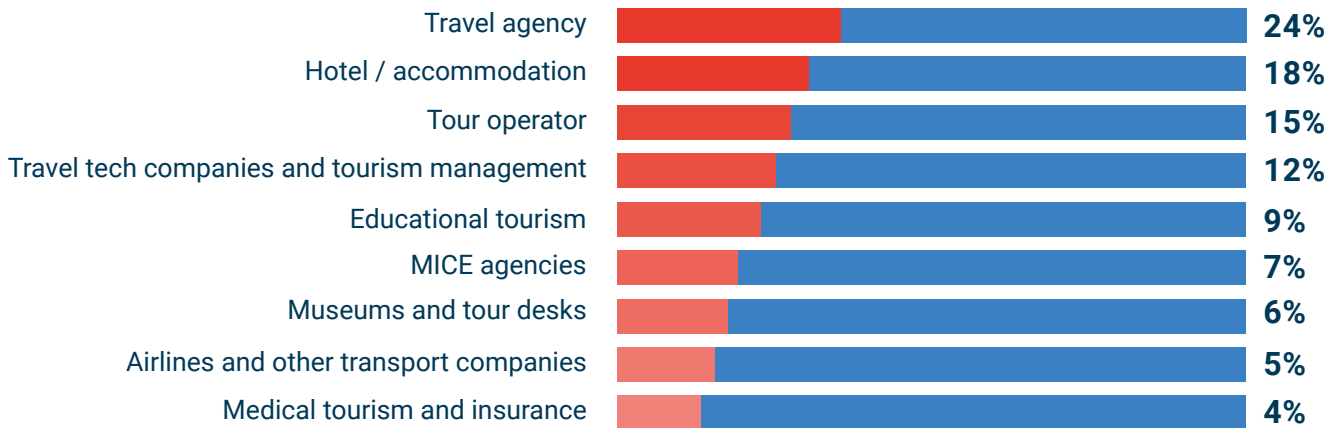
St. Petersburg, Krasnodar Region, Vladimir Region, Nizhny Novgorod Region, Tatarstan, Yaroslavl Region, Tver Region, Dagestan, Samara Region, Sverdlovsk Region

VISITORS

At MITT you can take in the whole range of products and services from Russia's tourism and hospitality professionals in three days at one venue.



Visitors by business type



Interests of visitors*

	Business visitors	Individuals
General information about the tourist industry	47%	48%
Hotel and accommodation offers	44%	45%
Package offers by tour operators	38%	44%
Travel services (Travel tech companies)	35%	29%
Inbound tourist services	32%	23%
MICE tourism (business travel)	29%	19%
Offers from airlines and transport companies	25%	27%
Adventure tours	23%	27%
Glamping & camping	21%	25%
Educational tourism	20%	24%
Museums	15%	27%
Medical tourism	17%	21%
Cars, campers and caravans	12%	20%
Hotel equipment, furniture and accessories	11%	14%
Resort property abroad	9%	16%
Hotel cleaning	7%	10%

MITT AWARDS 2023



For Loyalty & Faithfulness

Tunisia

Outstanding Country Presentation

Malaysia

Most Welcoming Stand

Sri Lanka
Abkhazia

Outstanding MITT Comeback

Cuba

For Fruitful Cooperation

Myanmar

Most Active Member

Belarus

Most Creative Stand

Nizhny Novgorod Region

Best Representation of a Russian region

Altai Territory

Outstanding Debut by a Russian Region

Republic of Khakassia

Most Attractive Stand

Tyva Republic
Republic of Dagestan

For Loyalty & Faithfulness

Samara Region
Sakhalin and the Kuril Islands

Most Visited Stand

Moscow Region

Most Active Stand

Republic of Dagestan

Breakthrough of the Year

Altai Republic

Best Stand by a Russian Region

Republic of Tatarstan

Best Glamping Representation

ENJOY by Fantalis

Best HoReCa Representation

TravelLine booking engine



BUSINESS PROGRAMME

170 speakers

17 conference sessions

3 parallel event streams

- ➔ top Russian and international speakers
- ➔ exclusive market analytics and insider information
- ➔ best practices from industry leaders



MITT Business Programme 2023

The MITT 2023 Business Programme included **17** specialized events, from strategic sessions to practical seminars. For the first time, MITT organized events for hospitality specialists (hoteliers) as well as tourism industry professionals.

As in the past, the key event of the show was the Travel and Hospitality Leaders Forum, which was held for the third time in 2023. The Forum was organized as a two-day event, where heads of travel companies, hoteliers and government officials discussed strategic issues for development of the tourism and hospitality industry.

Key topics of the Forum were

- ➔ changing preferences of Russian tourists;
- ➔ development trends in domestic and outbound tourism;
- ➔ development trends in the hotel business in 2023;
- ➔ state regulation of the Russian tourism industry;
- ➔ growth potential of health tourism and glamping.

Co-organizers and Partners of the Business Programme

Government of Sevastopol, Krasnaya Polyana Resort, MTC Travel, Travel Marketing, Travel Startups, Russian Tourism Industry Union, Ipsos, Cronwell Hospitality Group, Yamalo-Nenets Tourism Agency, Health Tourism and Corporate Health Association, Glamping Association, Bayborodin & Partners (tourist industry lawyers), MICE Excellence.

NEW

New events at MITT in 2023

- ➔ “Traveler’s Day at MITT. Discover Russia and the World Together” (a series of presentations of tourist destinations for non-industry visitors)
- ➔ “Hotel Design and Engineering” (public talk).
- ➔ Colloquium on higher-education training for the tourism and hospitality industry.
- ➔ Conference, “New Challenges for the Glamping Industry 2023”.



MITT TRAVEL START

On March **16**, 2023 MITT, supported by the company Travel Startups, held the finals of the third MITT Startup Competition.

The Competition, under the title “MITT Travel Start”, was co-organized by the Russian Travel Industry Union.



Shortlisted candidates

2ROOMZ - online platform for service sales and communication with hotel guests

Avatar - virtual employee

TOP - cloud service for tourism and hospitality sales

FunTam - online aggregator to find nearby events and places

ConnectOne - self-check-in system for hotels

CrossTravel - channel manager for tour organizers

GetHotel - structured data on hotel rooms for retail customers

HEBI travel - multifunctional service that helps modern travellers organize adventure holidays, rural breaks and visits to lesser-known tourist destinations

Hotelbi - management reporting for hotels

RoomSharing - automated check-in system

The finalists explained their functional prototypes and showcased products before an Expert Jury and an audience of tour operators, travel agencies (including online agencies) and hoteliers.

For more information contact your manager.



The winners

FunTam, 2ROOMZ and Avatar, took 1st, 2nd and 3rd places, respectively.

The winners were invited to address the MITT Digital Conference. They were also given workplaces in the Travel Startup zone at MITT 2023, free stands at MITT 2024, and the opportunity to partner with member companies of the Russian Travel Industry Union.



MITT CONNECT

More than **450** companies and **2 300** users have registered in the MITT community and are using their pages to build their business and find new partners.



A new digital platform, MITT Connect, has been launched for exhibitors and visitors of MITT-2023. The platform is a business community for tourism and hospitality professionals, enabling companies to keep in touch with potential partners throughout the year.

For your business, MITT Connect means:

- ✈ Networking and business communication 365 days a year
- ✈ Industry-specific webinars and one-to-one video meetings
- ✈ News, industry analytics, key expert opinions
- ✈ Product and service promotion through the professional community

The platform is available in Russian only.

Mitt CONNECT

Join MITT Connect now!



Mitt

ИТЕ ОРГАНИЗАТОР ORGANISER

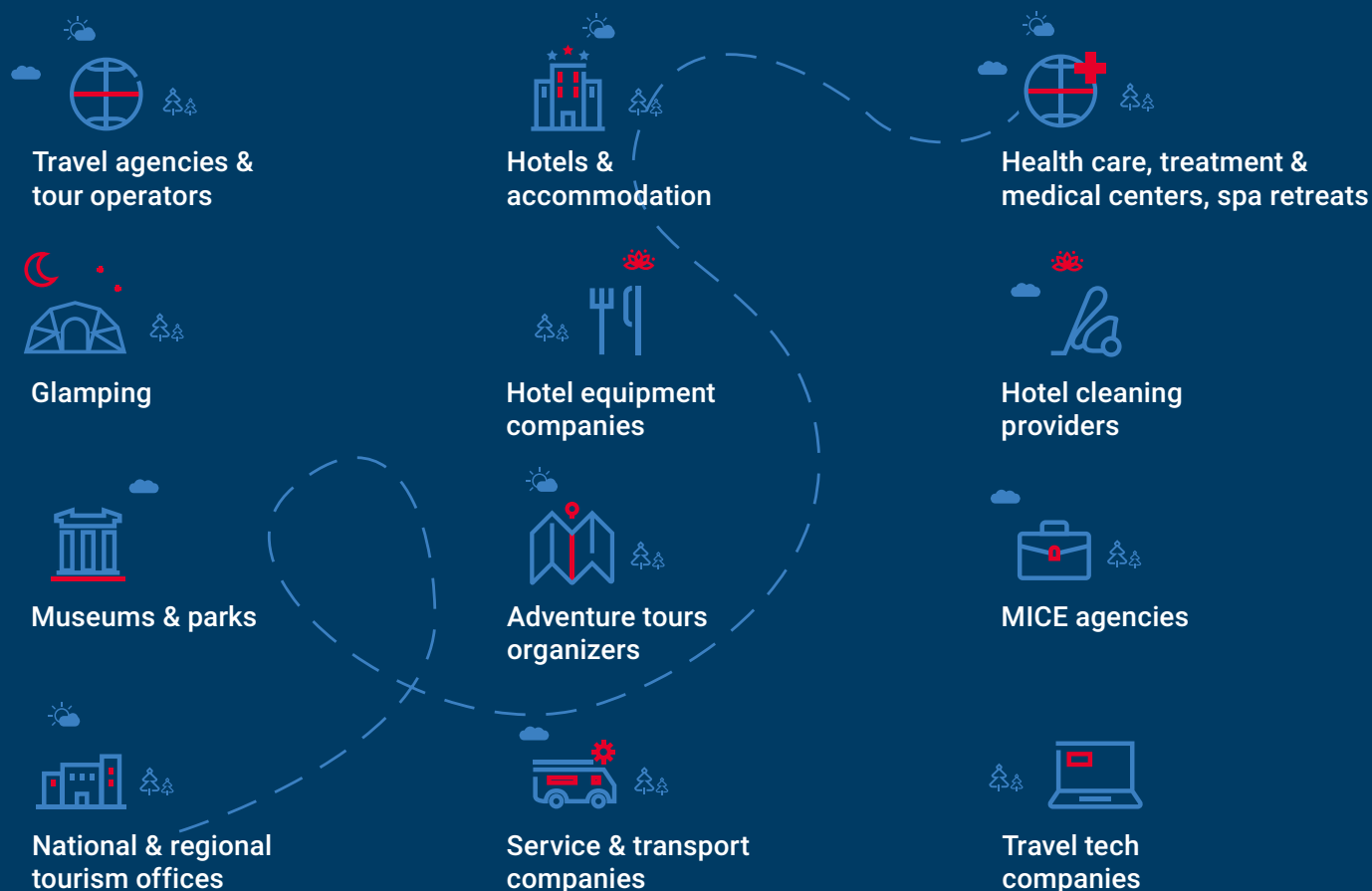




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19-21 MARCH 2024
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WE INVITE TO PARTICIPATE:



BOOK A STAND



ОРГАНИЗАТОР
ORGANISER