

30TH INTERNATIONAL TRAVEL & HOSPITALITY SHOW

19–21 MARCH 2024

CROCUS EXPO, MOSCOW, RUSSIA

Every year the MITT International Travel and Hospitality Show highlights the potential of inbound and domestic tourism in Russia and showcases travel opportunities in Russian regions.



Exhibitors



768
companies



21
countries



57
Russian regions

Visitors



14,830
visitors



54
countries



83
Russian regions

Business programme



3,648
delegates



170
speakers



17
events

Area



17,000 m²

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

Sergey Yakovlev

Minister of Tourism and Crafts in Nizhny Novgorod Region, MITT participant

I come to MITT every year to find new contacts and partners. MITT is the place where I can talk to colleagues, learn about new destinations and make profitable contracts.

Elena Putilova

General Director of Kaleidoscope travel agency, Novouralsk, MITT visitor



MITT drew **14,830** visitors in 2023, **61%** more than in the previous year.

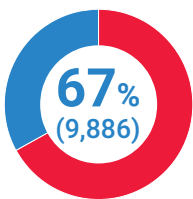


Be a participant of MITT 2024 and enjoy the benefits:

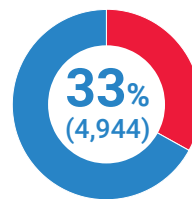
- Find new customers and partners from your target audience.
- Present your products and services to a broad audience of professionals.
- Get instant feedback from potential customers.
- Analyse the real market situation and your competitive advantages.
- Study what your competitors have to offer.
- Meet colleagues and industry experts.



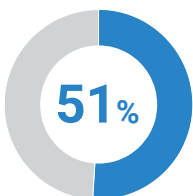
Visitor Profile



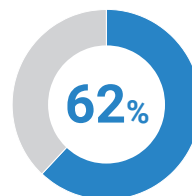
67% of visitors at MITT 2023 were industry professionals: representatives of travel agencies, hoteliers, owners of accommodation facilities, tour operators, corporate event organizers, and other members of the tourism and hospitality community



33% of visitors at MITT 2023 were individuals (families making travel plans, etc.)



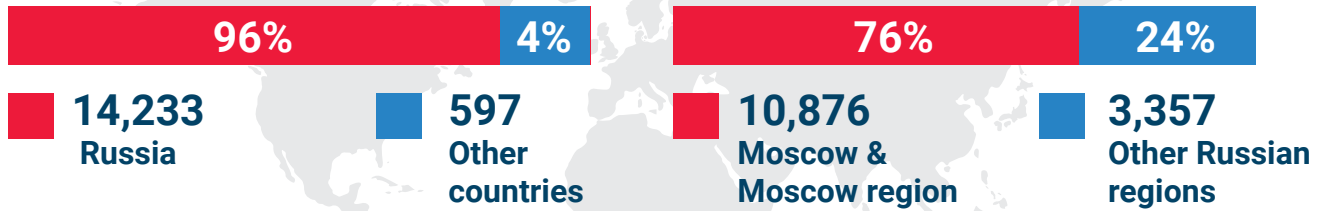
51% of the industry professionals at MITT 2023 were first-time visitors at the show



62% of individual visitors at MITT 2023 were first-time visitors at the show

The exhibition is officially supported by the Government of the Russian Federation, the State Duma Committee for Development of Tourism and Tourism Infrastructure, the Federation Council Committee on Social Policy, and other government officials.

Visitors by geography



Most foreign visitors came from:

Belarus, Turkey, Egypt, Abkhazia, China, etc

Top 10 Russian regions by number of visitors:

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

Visitors by business type



Main interests of visitors*

| | Business visitors | Individuals |
|--|-------------------|-------------|
| General information about the tourist industry | 47% | 48% |
| Hotel and accommodation offers | 44% | 45% |
| Tour operator package deals | 38% | 44% |
| Travel services (insurance, travel tech) | 35% | 29% |
| Inbound travel services | 32% | 23% |
| MICE (business tourism) | 29% | 19% |
| Airline and other transport offers | 25% | 27% |
| Adventure tourism | 23% | 27% |
| Glamping | 21% | 25% |
| Educational tourism | 20% | 24% |
| Museums | 15% | 27% |
| Medical tourism | 17% | 21% |
| Car, campers and caravan tourism | 12% | 20% |
| Hotel equipment, furniture and accessories | 11% | 14% |
| Resort property abroad | 9% | 16% |
| Hotel cleaning | 7% | 10% |

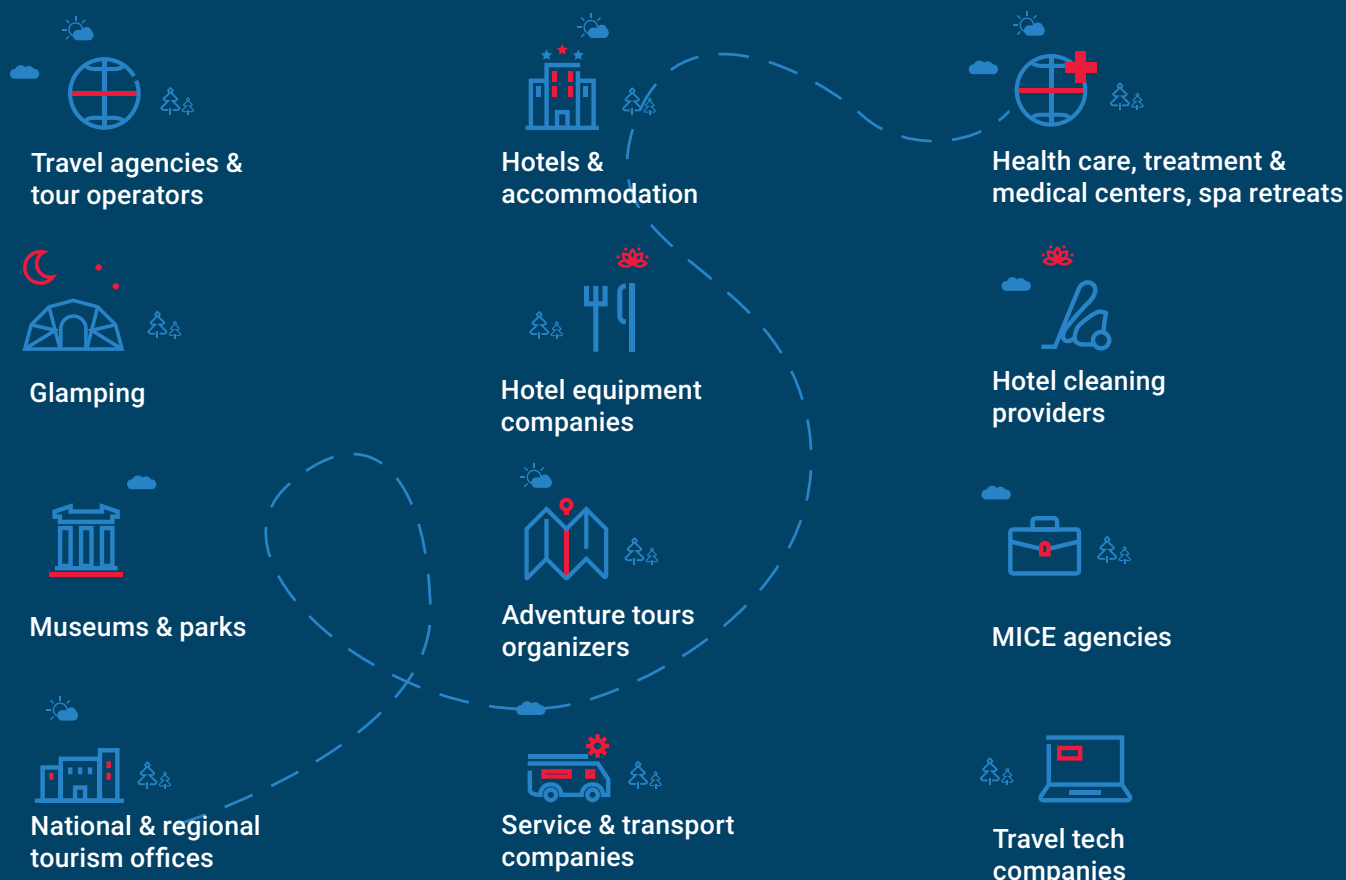
*Estimated using a multiple-choice questionnaire

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WE INVITE TO PARTICIPATE:



BOOK A STAND

