"Sustainable development makes tourism one of the main drivers of the economy": the results of MITT 2024

*The tourism industry's most anticipated annual event* — *the 30th anniversary of the International Exhibition of Tourism and Hospitality MITT 2024* — *took place in Moscow from 19 to 21 March.*

This year's event broke another record, with **more than 16,000 people visiting MITT 2024 over the three days of the show**. In 2023, the event attracted 14.8 thousand visitors — and that was also a record: the increase over 2022 was 61%. **909** companies from **29** countries participated in the show. Among them were delegations from Russian regions and foreign countries, leading tour operators and travel agents, hotel chains, carriers, MICE agencies and online booking systems, caravanners and other industry participants. The media paid special attention to the event — more than 300 journalists visited MITT, including representatives of news agencies, federal channels, business, news and industry publications. As a result, **more than 3 000 references to the exhibition were published in the media.**

**Dmitry Chernyshenko, Deputy Prime Minister of Russia,** addressed the participants of MITT 2024. He confirmed that the systematic development of Russia's tourism and hospitality industry is an important direction for the national economy. The Russian Federation is implementing the national project "Tourism and Hospitality Industry", which provides unprecedented financial support and conditions for development. By 2030, the number of citizens travelling across the country is expected to increase to 140 million trips per year.

**The opening ceremony** took place on the first day of the exhibition. Welcoming statements were also made by **Mr. Roshan M. Thomas** (Director, Ministry of Tourism, India), **H.E. Mr. Khalid Abdullah Shawabkah** (Ambassador Extraordinary and Plenipotentiary of the Hashemite Kingdom of Jordan to the Russian Federation), **Mr. Nalin Perera** (General Director of the Bureau for Tourism Development of the Democratic Socialist Republic of Sri Lanka).

**The cocktail party** — a private event for ministers and ambassadors — took place shortly before the opening ceremony. The menu includes snacks and drinks from “Zaboy” restaurant (Kemerovo), Altai Republic, Dagestan Republic and Château de Talu winery (Krasnodar Krai). Altai Republic government became the partner of cocktail party. Also among the invitees: **H.E. Mr. Khalid Abdullah Shawabkah** (Ambassador Extraordinary and Plenipotentiary of the Hashemite Kingdom of Jordan to the Russian Federation), **Mr.** **Shri Ved Prakash Singh** (First Secretary/HOC to Russia), **H.E. Mr. Jose Antonio Morato Tavares** (Ambassador Extraordinary and Plenipotentiary of the Republic of Indonesia to the Russian Federation and the Republic of Belarus), **H.E. Mr. Boumediene Guennad** (Ambassador of Algeria to the Russian Federation), **H.E. Mr. Jesus Rafael Salazar Velasquez** (Ambassador Extraordinary and Plenipotentiary of the Bolivarian Republic of Venezuela), **H. E. Mr. Nazih Ali Bahaaeldin Elnaggary** (Ambassador Extraornidary and Plenipotentiary of the Arab Republic of Egypt to the Russian Federation), **H.E. Mr. Julio Antonio Garmendia Peña** (Ambassador Extraordinary and Plenipotentiary of the Republic of Cuba in the Russian Federation).

**Exposition**

**58 regions of the Russian Federation have joined MITT 2024.** All of them are actively creating and developing traveller-friendly infrastructure and stimulating new types of tourism - from ski and health tourism to event and author tourism.

Foreign exhibitors also introduced visitors to the wide range of leisure options and national flavours: **Uzbekistan, Tajikistan,** **Sri Lanka** and others. **UAE (Abu Dhabi)** became the participant for the first time.After a long break **China, Egypt, Jordan, Venezuela** returned to **MITT.**

Regular foreign participants like **Türkiye, Azerbaijan, Cuba, Belarus, Thailand** and others presented a bright and colourful exposition.

The partner country for the event was **India** (under the **"Incredible India"** campaign), representatives of the country's Ministry of Tourism shared information with guests about current holiday destinations.

Ministry of Tourism, Government of India participated at MITT Moscow, one of the important global travel exhibitions, to showcase varied tourism products and series of transformative experiences for travellers to India under the theme ‘Incredible India!’. The Indian delegation is led by Ministry of Tourism along with State Governments and private stakeholders like Destination Management Companies, tour operators and hotel chains. The India pavilion at MITT Moscow is being led by **Mr Roshan M. Thomas, Director, Ministry of Tourism**. India has some ‘long-playing’ promotional plans to promote India globally and major identified source markets of the world including Russia.

**MITT 2024 Conference Programme**

Over the three days of the show, there were **25** multi-format events attended by **250** leading speakers and opinion leaders from the tourism and hospitality industry. Government and business representatives met to discuss the issues and prospects facing the industry. **3 748** unique visitors (+3% to 2023) attended business programme events.

The key event of the MITT 2024 conference programme was the **IV Tourism and Hospitality Industry Leaders Forum**. The discussion focused on the trends that will shape the industry in the future. The forum was co-organised by the Association of Health Tourism and Corporate Health, the Nationwide Association of Motor Tourism and Caravanning, the Glamping Association and others.

During the trend session "Tourism 2024: Industry Development Trends and Seasonal Prospects through the Eyes of Leaders", representatives of the top management of major tour operators and travel agency networks: Anex Tour, Fun&Sun, ICS Travel, Sletat.ru, etc. shared their forecasts for the season with MITT participants. The event was organised by the Russian Union of Travel Industry.

One of the most noteworthy events of the exhibition was the federal conference "Sustainable Development Strategy in an Unstable World: Tourism and Hospitality". The event brought together representatives of 15 specialised committees and 5 online participants, including the Russian Geographical Society, which is directly involved in the development of a tourism sustainability ranking.

**New solutions and integrations at MITT 2024**

Exhibitors at MITT 2024 are not only keeping a close eye on the market outlook, they are also making quick decisions on integration.

**The new MITT "Mobile Homes" section** brought together capsule, modular and glamping manufacturers on an area of over 600 m2. Its participants - ULYSSE GROUP, NEW AGE CAMPING, SCAD Tech, KONAKOVO, SPACE CABIN, CUPOL 365, MODOM - presented their ready-made solutions, and visitors were able to imagine themselves living in such a mobile home.

**GC "Modern Transport Technologies"** presented vehicles designed to solve a wide range of tourist tasks: minibuses "Sobol NN" and "Gazelle e-NN", as well as a motorhome on the basis of "Gazelle NN", suitable both for road travel and for organising excursions. The centrepiece of the exhibition was the caravanning stand, which was supported by the All-Russian Association of Motor Tourism and Caravanning. The largest Russian commercial and passenger vehicle dealer is betting on a promising form of tourism, which has great potential given the length of domestic routes.

**Leadscanning**

Leadscanning – is a new feature of **MITT Connect business application.** Exhibitiors and visitors can download the app then log in and start scanning badges of other exhibitors and visitors. They will see the contact information and can later download all contact info and notes from an event's ticketing website.

During the show **6 124** people used the leadscanning service.

**MITT 2024 Awards Ceremony**

The key event of the final day of MITT 2024 was the Exhibitor Awards Ceremony held in the Grand Arena on 21 March.

**Ceremony Nominations:**

* Best collective stand — **Cuba**
* For loyalty, faithfulness and longstanding exhibiting — **Uzbekistan**
* Outstanding country presentation — **Türkiye**
* The most welcoming stand — **India** (Partner-country of MITT 2024)
* **Abu Dhabi** is the most striking debut in the exhibition's exposition.
* For longstanding cooperation — **Egypt**
* Outstanding MITT comeback — **Jordan**
* Most active stand — **Republic of Tajikistan**
* The most active participant of the year — **Moscow Tourism and Hospitality Development Project Office** (General partner of MITT 2024)
* The most creative stand — **Taimyr**
* The most hospitable stand — **Republic of Dagestan** (Strategic partner of MITT 2024)
* Best Representation of a Russian Region – **Samara region** (Partner region of MITT 2024)
* For long-term co-operation — **Republic of Crimea**
* The most visited stand — **Moscow Region**
* The most colourful stand — **Sakhalin**
* Best stand of the Russian region — **Nizhny Novgorod**
* The most technologically advanced company of the exposition — **TravelLine** Company
* The most spectacular presentation of the Glamping section is by **New Age Camping** company
* The most spectacular presentation of the Caravanning section — **Modern Transport Technologies Company**
* “Fidelity to Traditions" nomination – **Touroperator Novgorod Rus’**
* Jubilee nomination - **Republic of Chuvashia**

**Partners of MITT 2024**

* General partner — "Project Office for the Development of Tourism and Hospitality in Moscow"
* Partner country — India
* Strategic partner — Dagestan
* Region-Partner — Samara
* Partner city — St. Petersburg
* Key partner — Khakassia
* Mountain Partner - Caucasus RF
* The official partner bank — Sber
* Krasnaya Polyana Resort is the general partner of the business programme
* Official partner of the business programme — MTS Travel, Bronevik.com
* IT partner — Travelline
* Partner of the Ministerial Cocktail — Government of the Altai Republic
* Official media partner — TV channel "Let's Go"
* Partner of the Plenary Session — Government of Sevastopol
* Partner of the Innovation Day — AISO
* Partner of the Regional Tourism Development School — ANO Monchegorsk Development Agency
* Business programme partners — Ostrovok.ru, Hospitality Workshop
* Strategic partners of the MITT Digital conference — Bronevik.com, TravelLine, Tinkoff
* MITT Digital Conference Partners — Bnovo, Daily.ru, RoomSharing | Norke, Euroins, OZON Travel, Othello, f.doc, Akadem-Online, Edelink, Russian Railways