

## 30<sup>TH</sup> INTERNATIONAL

## TRAVEL AND HOSPITALITY SHOW

19-21 MARCH 2024

CROCUS EXPO, MOSCOW, RUSSIA

# POST SHOW REPORT

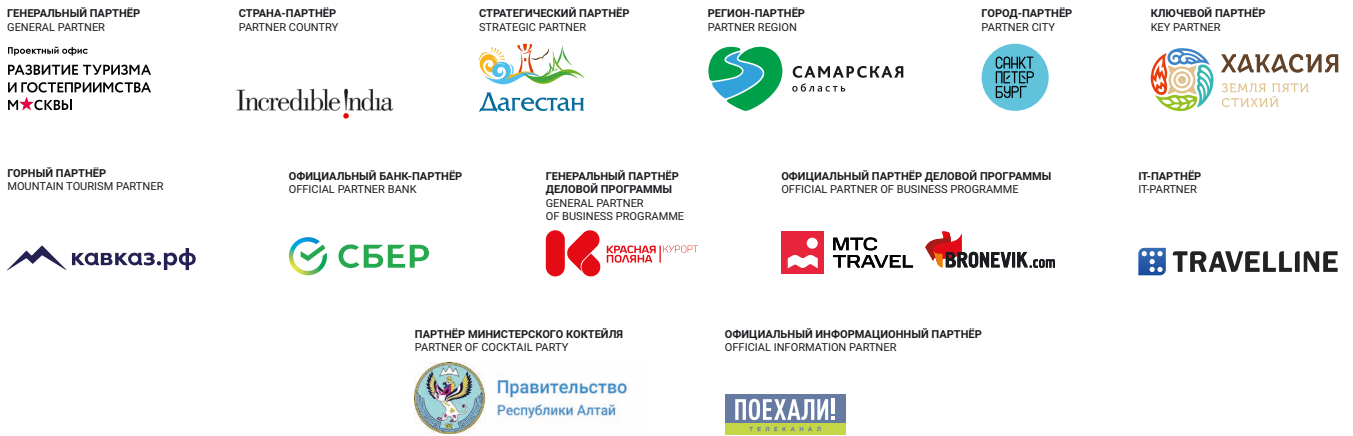


# WE THANK OUR PARTNERS AND SPONSORS FOR THEIR SUPPORT IN ORGANIZING MITT 2024

## OFFICIAL SUPPORT



## EXHIBITION PARTNERS



## BUSINESS PROGRAMME PARTNERS



## MEDIA PARTNERS



# KEY FACTS ABOUT MITT

The 30th anniversary International Travel and Hospitality Show MITT 2024 took place from 19 to 21 March in Moscow, and once again was a centre of attraction for the industry professionals.



## Exhibitors

- 909 companies
- 30 countries
- 58 Russian regions



## Visitors

- 16 120 visitors
- 59 countries
- 83 Russian regions



## Business programme

- 3 748 attendees
- 250 speakers
- 25 business events



## Floor area

17 400 m<sup>2</sup>

At the event, the leading tour operators and agents, hotels, MICE agencies, online search and booking systems, manufacturers and owners of prefabricated houses and glamping, auto/motorcycle tourism and caravanning industry representatives have a unique opportunity to conduct negotiations with new customers, expand their business geography and conclude new contracts, study the promising trends of the industry and find new partners.



The contracts we concluded at MITT in the past two years expanded our tourist flow by 8%. Our special gratitude goes to the organizers of this wonderful event where all industry players can communicate in comfort.

**Vadim Trukshin,**  
CEO MANTERA group



## SUPPORT FROM GOVERNMENT

The exhibition was officially supported by Government of the Russian Federation, Federation Council of the Federal Assembly of the Russian Federation, Ministry of Economic Development of the Russian Federation, State Duma Committee on Tourism and Tourism Infrastructure Development, Ministry for the Development of the Russian Far East and Arctic, Corporation "Turizm.RF", Association of Tour Operators, Alliance of Travel Agencies, Association of Wellness Tourism and Corporate Health, National Association of Automobile Tourism and Caravanning.



## Grand Opening Ceremony

MITT Director **M. V. Shilov** read the greeting message on behalf of the Deputy Chairman of the Government of the Russian Federation **D. N. Chernyshenko**, followed by the video address of the Deputy Minister of Economic Development of the Russian Federation **D. S. Vakhrukov**.

The agenda continued with the greeting speeches from the Chairman of State Duma Committee for Tourism and Tourist Infrastructure Development **S. A. Tarbayev**, Director of IT, Marketing and International Promotion, Incredible India Digital Platform, Industrial Development and Investments of the Ministry of Tourism of the Republic of India **Mr. R. M. Thomas**, Director General of the Tourism Development Bureau of the Democratic Socialist Republic of Sri Lanka **Mr. N. Perera**, Extraordinary and Plenipotentiary Ambassador of the Hashemite Kingdom of Jordan **Mr. K. A. K. Shawabqa**, Deputy Chairman of the Government of the Republic of Dagestan **M. P. Telyakov**, Deputy Chairman of the Government of the Altai Republic, Plenipotentiary Representative of the Altai Republic in Moscow **I. P. Lozovaya**, Chairman of the Committee for Tourism Development of Saint Petersburg **S. E. Korneyev**, Councillor of the Minister of Economic Development of the Russian Federation, Chairman of the Committee for Sustainable Development of Tourism of the CIS Business Centre **K. A. Konstantinidi**, Executive Director, Leader of the Tourism Industry Expertise of Sberbank Joint Stock Company **K. G. Markov**, Director General of Mantera Group Limited Liability Company **V. A. Trukshin**.

## Special Tour

The special tour of the exposition was conducted by MITT Director **M. V. Shilov**. The Chairman of State Duma Committee for Tourism and Tourist Infrastructure Development **S. A. Tarbayev**, Director of the Multilateral Cooperation and Special Projects Department **N. V. Kondratyev** and other representatives of the Government of the Russian Federation took part in the tour.

## Formal Events

On March 20, the MITT hosted the "Prospects of Inbound Tourism Development in the Russian Regions" federal meeting with the participation of the Ministry of Economic Development representatives, executives of regional specialized agencies, tourism companies and the expert community members, and the "Ministry Cocktail" closed event took place the day before as part of the opening ceremony. The events were supported by MITT partners – the Altai Republic, Republic of Dagestan, Zaboy Restaurant (Kemerovo) and Château de Talu winery (Krasnodar).



I would like to congratulate everyone with the MITT Show anniversary! I am confident that our discussions here will help us address the current challenges and find many new business contacts.

**D. S. Vakhrukov**,  
Deputy Minister of Economic  
Development of the Russian Federation



# EXHIBITORS

909 companies ↑18%

30 countries

58 Russian regions



## Exhibitors profile

Leading Russian and foreign tour operators and tour agencies, hoteliers, representatives of MICE agencies, manufacturers of camper vans, and other representatives of the travel and hospitality industry.

## Participant geography

30 countries ↑38%

Abkhazia, Azerbaijan, Algeria, Belarus, Venezuela, Greece, Georgia, Egypt, India, Jordan, Kenya, China, Kyrgyzstan, Cuba, Madagascar, Malaysia, Myanmar, UAE, Russia, Tajikistan, Thailand, Tunisia, Turkiye, Uzbekistan, Sri Lanka, Ethiopia, etc.

### 58 Russian regions

These featured joint regional expositions from the Altai, Krasnodar, Kamchatka, Primorye, Stavropol, Khabarovsk territories, Moscow and Samara regions, Republics of Altai and Dagestan, cities of Moscow, Saint Petersburg, Sevastopol, etc.

56 new participants ↑27%

This included the "Bronirui Online", "Otello", "Alisa for Hotels", "Yandex Travel booking services", "The Original Tour" and "Tourtrans-Voyazh" tour operators, "Senait Ethiopia Tours" and many others.

## New sectors



Caravanning



Mobile homes & glamping

New sectors featured mobile homes "New Age Camping", "Ulysse" and motorhomes from "Modern Transport Technologies" company.



We are here at MITT for the first time, and we already can see an immense interest in our equipment and the automotive tourism sphere in general.

**Natalya Pletnikova,**  
Head of Development Division of the «Modern Transport Technologies» Group of Companies.



We are grateful to the event organizers because our space-themed futuristic booth has been visited by more than a thousand people, and we have received excellent feedback and very promising offers. The huge interest in our goods is quite evident here! Thank you, MITT 2024!

**Evgeny Bershakovsky,**  
CEO of Space Cabin Company (turnkey fabrication and supply of fully assembled prefabricated houses; official representative of the Luban Cabin (China) factory in Russia).



# PARTICIPANT FEEDBACK

67% of the participants have found new customers at the event, and 82% of the companies are satisfied with their participation in MITT 2024.



The MITT show is a huge event, for which we prepare the entire year, and it is a powerful driver of tourism development. This year, MITT has met our expectations to the fullest.

**Emin Merdanov,**  
Minister of Tourism and Folk Crafts of the Republic of Dagestan (Republic of Dagestan is a strategic partner of MITT 2024)



Russia is a very relevant market for India. Russian tourists are regulars here. For us, MITT is a platform that lets us develop the tourist business in the country.

**Roshan M. Thomas,**  
Director for Industrial Development and Investments of the Ministry of Tourism of the Republic of India (India is a partner country of MITT 2024 under the Incredible India brand)



The volume of tourism inbound to the Samara region increases every year, and it is driven by the region's representatives participation in industry events, including MITT.

**Artur Abdrasheetov,**  
Minister of Tourism of the Samara region (Samara region is a partner region of MITT 2024)



We are proud to announce that this is the first time we are participating in the MITT exhibition. We have already seen a huge interest from travel agents and tour operators at our stand, and we are confident that our Emirate will be a great success.

**Timur Susarov,**  
Representative of the Department of Culture and Tourism in Abu Dhabi



It is quite evident that MITT is the brightest and the most visible event in the industry.

**Andrey Tolbatov,**  
Minister of Tourism and Health Resorts of the Stavropol territory



A busy environment. It represents how Russia is important to the world. Everybody is here! They want to do business with Russia, and I think Russia will bring more business to everyone.

**Amr El-Kady,**  
The Chairman of Egyptian Tourism Authority

More feedback





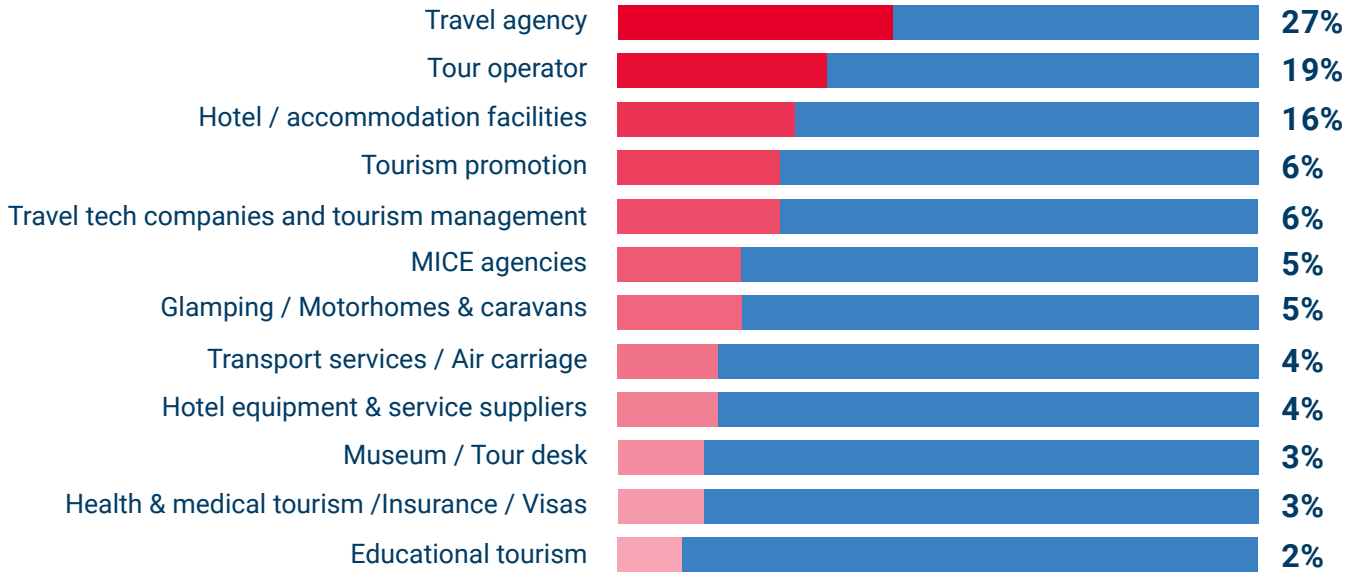


# VISITOR PROFILE

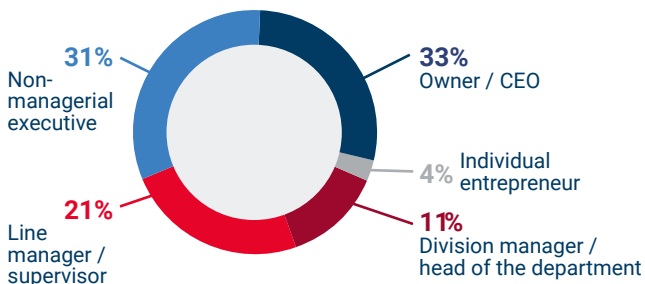
Representatives of touring agencies, tour operators, hoteliers, corporate event organizers, developers of IT solutions for the travel industry, and other key players of the travel and hospitality industry.



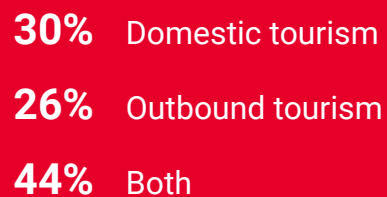
## Visitors by business type



## Visitors by level of seniority



## Business areas of travel companies



# FIGURES

16 120 visitors  
from 59 countries  
and 83 Russian regions

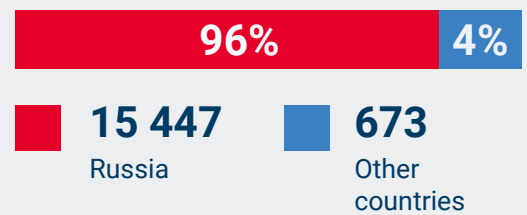


## Interests of visitors\*

Hotel and accommodation offers	49%
General information about the tourist destination	43%
Tour operator package deals	36%
Inbound travel services	28%
Airline and other transport offers	25%
MICE (business tourism)	25%
Adventure tourism	23%
Mobile homes & glamping	23%
Travel tech companies	21%
Educational tourism	19%
Health & medical tourism	17%
Museums & parks	17%
Motorhomes & caravans	14%
Hotel equipment & service suppliers	13%
Resort property	10%
Insurance	8%

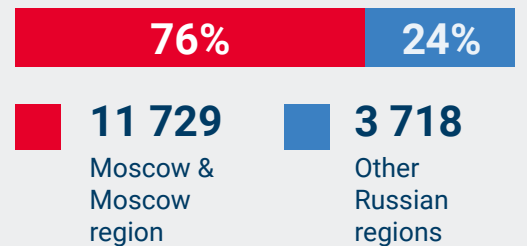


## Visitor geography



### Most of the foreign visitors to MITT 2024 came from:

Türkiye, Belarus, China, Armenia, Uzbekistan



### Top 10 regions of Russia by the number of visitors to MITT 2024:

St. Petersburg, Krasnodar region, Yaroslavl region, Nizhny Novgorod region, Vladimir region, Tver region, Tatarstan, Dagestan, Tula region, Samara region



# BUSINESS PROGRAMME

3 748 delegates

25 business events

250 speakers



In 2024, **25** specialized events of various formats were conducted as part of the MITT business programme — from strategic discussion panels to practical master classes.

The programme has been developed in view of the interests of both the travel business and the hospitality industry.

As before, the **IVth Forum of Travel and Hospitality Industry Leaders** was the key event of the business program, as for the three days it united the leaders of touring companies, hotels, and government representatives on a single platform for discussion of strategic issues and prospects of the travel and hospitality industry development.

Business programme results



## MITT business programme is:

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



## For the first time at MITT 2024

- “Creative Tourism for New Generations” anti-conference.
- “Modern Formats of Event Tourism: Best Cases and Regional Practices” workshop.
- “Travel and Hospitality in the Age of Changes: Sustainable Development Strategies” federal meeting.
- “Automotive Tourism and Caravanning as Drivers of Regional Travel Business and Economy Development” expert session.
- “Ways of Inbound Tourism Development in the Russian Regions” federal meeting.
- Innovation Day.

# MITT TRAVEL START

On March **21**, MITT saw the fourth finals of the **MITT Travel Start** competition dedicated to the best startups of the Russian travel industry. The MITT Travel Start Startup competition is conducted with the support of the Russian Union of Travel Industry and the **Travel Startups** community.



## In 2024, 10 of the 66 contestants made it to the finals

- Tours and activities: QVEDO, POVUZAM, GoTour, ARCONA, Willbeway;
- Hospitality: aiso, OTO Ai, Data.Forecast;
- Transport: EduEm Market service;
- MICE: PJCOM.

As part of the Innovation Day event of the MITT business program, the finalists presented their projects in front of the expert judge panel. The award ceremony for the winners was held thereafter.

## The winners were



**EduEm Market service** for food delivery to rail cars and planes.



**OTO Ai IT platform** for improvement of hotel profitability featuring an artificial intelligence-based dynamic pricing system.



**Data.Forecast Market platform** for predictive marketing analytics for hospitality industry.

The competition finalists had an opportunity to promote their projects on MITT information platforms covering more than 100,000 travel industry players, and the winners received a package for free participation in MITT 2025 with their own stands, and the opportunity to partner up with members of the Russian Travel Industry Union.

# MITT AWARDS 2024



**Most Welcoming Stand**  
India

**Best Collective Stand**  
Cuba

**For Loyalty, Faithfulness And Longstanding Exhibiting**  
Uzbekistan

**Outstanding Country Presentation**  
Türkiye

**For Longstanding Cooperation**  
Egypt

**Outstanding Mitt Comeback**  
Jordan

**Most Active Participant of the Year**  
Moscow Project Office for Development of Travel and Hospitality Industry

**Most Creative Stand**  
Taimyr

**Most Hospitable Stand**  
Republic of Dagestan

**Best Representation of a Russian Region**  
Samara region

**Long-term Cooperation**  
Republic of Crimea

**Most Visited Stand**  
Moscow region

**Most Picturesque Stand**  
Sakhalin

**Best Russian Region Stand**  
Nizhny Novgorod

**Most Technologically Developed Company of the Exposition**  
TRAVELLINE

**Best Presentation in Glamping Section**  
NEW AGE CAMPING

**Best Presentation in Caravanning Section**  
Modern Transport Technologies Group of Companies

**"True to Traditions" category**  
«Rus' Novgorodskaya» Tour Office

**"Anniversary" category**  
Chuvashia

«MITT Connect community expert»

Upiter/Rustransfer, BNOVO, MICE EXCELLENCE

## The Best Russian Region Video 2024 contest winners



Khabarovsk Krai



Краснодарский край



Zabaykalsky Krai

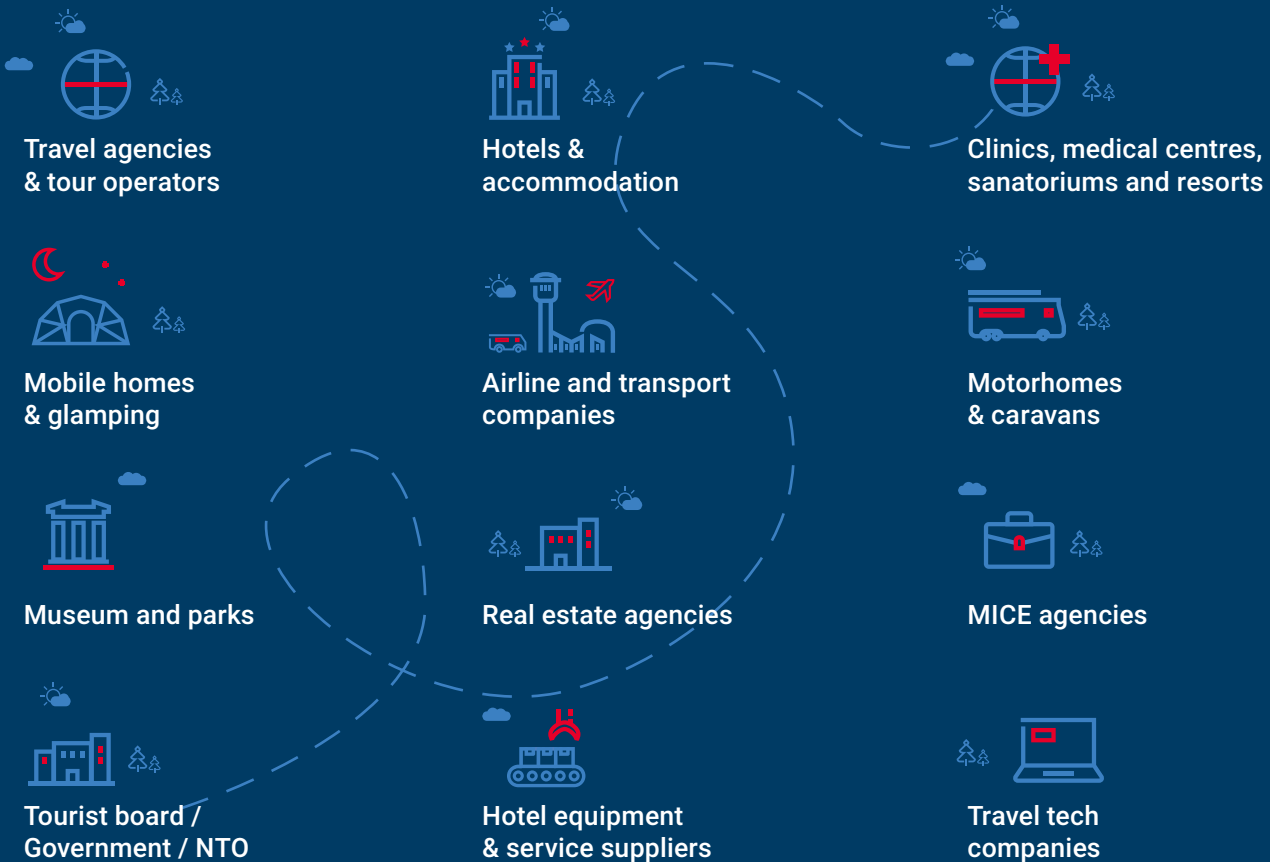


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18–20 MARTH 2025

CROCUS EXPO, MOSCOW, RUSSIA

### WE INVITE TO PARTICIPATE:



BOOK A STAND

