



## KEY FACTS ABOUT MITT 2023

### EXHIBITORS

**768** COMPANIES FROM **21** COUNTRIES AND **57** RUSSIAN REGIONS

#### FOREIGN EXHIBITORS

FROM 21 COUNTRIES,  
INCLUDING TÜRKIYE, ALGERIA,  
CHINA, INDIA, MYANMAR,  
THAILAND, UZBEKISTAN,  
TUNISIA AND MANY OTHERS



**44** COMPANIES MADE THEIR DEBUT AT MITT 2023

**5** REGIONS PARTICIPATED IN THE EXHIBITION FOR THE FIRST TIME:

MARI EL REPUBLIC  
TOMSK OBLAST  
UDMURT REPUBLIC  
REPUBLIC OF KHAKASSIA  
CHUVASHIA



**!** **NEW SECTORS:** «GLAMPING», «HORECA», «HEALTH & MEDICAL TOURISM» WERE PRESENTED FOR THE FIRST TIME AT THE SHOW

### EXHIBITORS' BUSINESS PROFILE (TOP 10)

- TOUR OPERATORS & TRAVEL AGENCIES
- NATIONAL TOURISM OFFICES
- REGIONAL TOURISM ADMINISTRATIONS
- HOTELS & ACCOMMODATIONS
- MICE AGENCIES
- GLAMPING
- HEALTH & MEDICAL ORGANIZATIONS (CLINICS, RESORTS, SPA)
- AIRLINES & TRANSPORT COMPANIES
- TRAVEL TECH COMPANIES
- HORECA



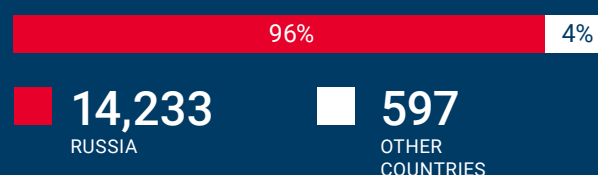
### VISITORS

**14,830** VISITORS FROM **54** COUNTRIES AND **83** RUSSIAN REGIONS

(9,886 – INDUSTRY PROFESSIONALS (+ 45% YOY, 93% OF THEM ARE DECISION-MAKERS), 4,944 – PRIVATE CONSUMERS)

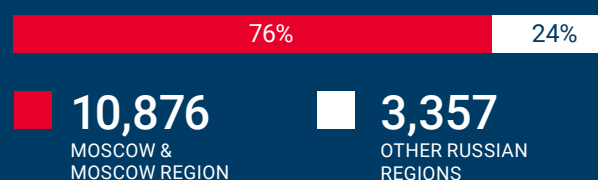
**55%** VISITORS DIDN'T VISIT THE SHOW BEFORE

#### VISITORS BY GEOGRAPHY:



#### MOST FOREIGN VISITORS CAME FROM:

BELARUS, TÜRKIYE, EGYPT, ABKHAZIA, CHINA



#### MOST LOCAL VISITORS CAME FROM:

SAINT-PETERSBURG  
KRASNODAR REGION  
VLADIMIR REGION  
NIZHNY NOVGOROD REGION  
REPUBLIC OF TATARSTAN  
YAROSLAVL REGION  
TVER REGION  
REPUBLIC OF DAGESTAN  
SAMARA REGION  
SVERDLOVSK REGION

