



“INTOURMARKET (ITM) - 2012”
International Travel Fair
March 17-20, IEC “Crocus Expo”, Moscow



General Partner:



Accommodation Partner:



Strategic Russian Partner:



VII International Travel Fair “Intourmarket 2012” (Russia, Moscow) 17-20 March 2012

«Intourmarket» is a Russian leading travel industry fair which annually unites all sectors of travel market at one venue and presents almost 1300 companies from 138 countries and regions from all over the world.

ITM always demonstrates:

- Key travel market players
- Reasonable prices
- Exclusive business contacts
- Professional visitors
- Intensive Business program
- “Hosted Buyers program” with direct business contacts between leading tour operators and Russian regions
- Best expo venue with direct subway station within

ITM is officially supported by

- Russian Federation Government
- Ministry of Sport, Tourism and Youth policy of the Russian Federation ,
- Federal Agency for tourism
- UNWTO
- Association of Russian Tour Operators (ATOR),
- Russian Union of Tourism Industry
- Aeroflot Russian Airlines
- Russian Railways

**Organizing Committee Chairman: First Vice Speaker of State Duma of the Russian Federation
Mr.A.D.Zhukov**

General Partner:

Coral Travel

ITM 2011 figures:

Venue: 30 000 sq.m

Participants: 1230

World countries and regions: 138

Visitors: 72000

Mass Media: 310

Hosted Buyers participants: 598

ITM 2012 Pre-plan

Venue: 30 000 sq.m

Participants: 1300

World countries and regions: 145

Visitors: 85000

Mass Media: more than 300

Hosted Buyers participants: 650

Key Participants of «ITM-2012»

Countries with most popular and favorite destinations among Russians show permanent interest to the Fair. Turkey, Greece, Bulgaria, Hungary, Norway, Egypt, Morocco, Tunisia, Cyprus, Korea, Italy, Czech Republic, Spain, Romania, Mauritius, Dominican Republic, Macao, Cuba, China, Thailand, Cambodia, Palestine, Syria and other countries.

CIS countries -participants also tend to be peculiar- Belorussia, Kazakhstan, Armenia, Moldova and others.

Range of biggest Russian tour operators , ATOR members, confirmed their presence at the biggest Russian travel fair. Among them - «TEZ TOUR», «Coral travel», «Neva», «Academservice», «KMP Group», «Russky Express», «Roza Vetrov», «Tourtransvoyage», «Rostravel», «Versa», «Star Travel», «Solvex Travel», «Alean Tour», «Jet Travel», «Breeze Line», «Dolphin» and others.

Russian regional exposition will traditionally be enormous and vivid. Regions from Kaliningrad to Vladivostok have already confirmed their participation for 2012. Among them : **Strategic Fair Partner** – Krasnodar region, Altay region, Caucasus Mineral Waters, Rostov, Irkutsk, Vladimir, Orel region, Yaroslavl, Penza region, Primorsky region, Arkhangelsk region and others.

Department of Affairs of the President of the Russian Federation and Moscow Committee for Tourism and Hotels industry will also exhibit at ITM 2012.

Business Program Key Events

ITM Business Program tends to be intensive and saturated with seminars, conferences, presentations, intergovernmental summits and documents sign-up in international tourism cooperation.

Main business events in brief are:

1. International conference for juvenile tourism safety — March 17
2. I Russian congress of tourism non-commercial organizations — March 18
3. IT technologies in tourism: conference — March 17–19
4. II International Accessible tourism conference — March 19
5. Tourism legislative requires: ATOR seminar — March 17
6. Turkey and Bulgaria: Managers certification — March 17–18
7. UNWTO (World Tourism Organization) seminar: «State and non-commercial institutes partnership in tourism: international and Russian experience» — March 19
8. TBG Travel brands: practical conference — March 20
9. TEZ Tour & Coral Travel presentations — March 17–19;

Specialized business meetings program «Hosted Buyers/Professional Buyers»:

The program provides free Fair participation to best professional buyers and implements them up-to-date comprehensive services in establishing business contracts with relevant organizations, associations and state structures from all Russian regions.

HB program lets the Program winners use the Participant package on competitive basis.

Package includes:

- Free flight or travel by rail from the residence town to Moscow and back by economic class;
- Airport/ railway transfer,
- Free accommodation in a hotel (including breakfast);
- Lunch box at the fair
- Trade Fair catalogue; Participant badge
- Business program attendance

For comfortable fair work please use our special services:

- Catalogue delivery
- Free Internet café
- Free suitcase parking
- Tea zone for meetings and rest

Open your season with Intourmarket!
Join the main Russian Tourism event!
Explore and enter new markets with Intourmarket 2012!

Exhibition Organizer: «EXPOTOUR» Ltd.

For more details about "Intourmarket-2012" please go to www.itmexpo.ru/eng

Call: +7(495) 626-43-69, +7 (495) 626-21-73, +7(495) 626-21-72

e-mail: itm@expotour.org

See you at «ITM-2012»!