

IX International Trade Fair
For Travel and Tourism
«INTOURMARKET 2014»
15-18 March
Russia, Moscow
IEC "Crocus Expo"



ORGANIZER :
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Press release of IX International Travel Fair "Intourmarket (ITM) - 2014" 15-18 March 2014, "Crocus Expo", Pavilion 1

Official support:

Government of the Russian Federation
Federal Agency for Tourism
Moscow City Committee for Tourism and Hotel Industry
Association of Tour Operators of Russia (ATOR)
Russian Union of Travel Industry (RST)
United Nations World Tourism Organization (UNWTO)
Business Administration of the President of the Russian Federation

General Partner:

Altai Region

Country-Partner:

Arab Republic of Egypt

General Information Partner:

Russian Travel Guide

General News Partner:

Vesti.Tourism

"ITM-2014" participants

Countries that are traditionally popular destinations among Russian travelers show continuous interest for the exhibition. "ITM-2014" will again host expositions of such countries as Turkey, Greece, Bulgaria, China, Norway, Egypt, Baltic States and many others that annually attract a large number of visitors by their colorful stands, by their new products of the summer tourist season, the performances of actors and ethnic cuisine tasting. Taking into consideration the **Year of CIS** Republic of Kazakhstan, Belarus, Ukraine and Kirgizia will show their tourism potential. New comers – Maldives and Australia.

The "Intourmarket (ITM) - 2014" visitors will get a chance to get acquainted with the variety of Russian tourist product at one venue, and like previous years we expect absolute majority of the Russian regions and leading tour operators to participate in the event. For example, two of the largest players in the tourist business - «Coral Travel» and «TEZ TOUR» - will again present exclusively its best «Summer 2014» travel destinations and trends for guests of "ITM" as well as tour operators on bus-, children- and excursion tourism.

Russian regional exposition will once again surprise the exhibition guests by the scale and beauty of the stands. The vast majority of the regions from Kaliningrad to Vladivostok have already confirmed

their participation in the event. Among them the exhibition **General partner – Altai region**. Within the framework of the region participation at the ITM with a stand of 1,000 square meters the organizers are planning carry out a large-scale presentation of tourist companies, crafts, eco-tourism opportunities, the performance of folklore groups and much more. The Governor of the region A. Karlin will also present at ITM-2014.

Visitors will also be able to see stands of the Krasnodar and Rostov Region, the Republic of Adygea and Komi, the Vladimir, Arkhangelsk, Moscow and Yaroslavl region, Kamchatka and many others. Regions of the Volga Federal District again will team up at a colorful consolidated stand under "The Great Volga" brand name and the Far East and Siberian regions meet together at the stand named «Eastern Ring» of Russia.

VIII International Travel Fair "ITM-2013" statistics:

Area: 29,000 square meters
Number of participants: 1350
Number of countries and world regions: 143
Number of visitors: more than 78,000
Number of journalists: 320
Number of the "Hosted Buyer" program participants: 500

Goals of IX International Travel Fair "ITM-2014":

Area: 29,150 square meters
Number of participants: 1450
Number of countries and regions in the world: 148
Number of visitors: over 80,000
Number of journalists: 350
Number of the "Hosted Buyer" program participants: 500

Key business events:

- Joint UN World Tourism Organization and the Federal Agency for Tourism seminar “IT technology and innovative marketing tools in the modern tourism industry”;
- Presentation of Moscow tourism potential;
- Consultations of the legal service of the Association of Tour Operators of Russia (ATOR);
- Conference on children’s’ tourism;
- Presentation of the participants of the "Great Volga” cruises;
- All-Russian conference on topical issues of tourism development;
- Presentation of the Arctic cruise programs;
- Presentation of the participants of the Baltic stand;
- Presentation of summer programs by «Coral Travel» and TEZ TOUR companies;
- Presentations of Russian national tourism destinations;
- Conference on pilgrimage tourism;
- Presentations of Bulgarian, Egypt, Belarus, China and Georgia tourism destinations;
- Educational seminars by the leading experts of tour industry;
- Medical Tourism Academy;
- Conference on Italian and Russia small towns’ partnership

The program will be complemented by new activities, please, follow updates at www.itmexpo.ru/en

“Hosted Buyer” specialized business program

The goal of the program is to provide a range of services to enhance professional skills and establish business contacts between exhibitors and travel industry professionals. Program participants represent all regions of the Russian Federation and international tour operators.

On December 15, 2013 "INTOURMARKET-2014" organizers selected winners from among the applicants - over 475 Russian and 25 foreign travel agencies.

This program provides a unique opportunity for the winners to use the following package on a competitive basis:

The package includes:

- Free flight or travel by rail from the residence town to Moscow and back (economy class);
- Free airport/railway station-hotel-airport/railway station transfer;
- Free accommodation in a hotel (including breakfast);
- ITM-2014 catalogue entry;
- Hosted buyer badge for all working days of the exhibition;
- Participation in the scheduled business program (seminars, presentations organized by exhibitors).

Please use our special services to fill comfortable at the exhibition:

- Catalogues delivery service
- Free parking for 20 000 cars
- Free Internet Cafe
- Luggage parking
- Tea yard/meeting and relaxation room

“INTOURMARKET- 2014” venue:

International exhibition complex [«Crocus Expo»](#), pavilion 1, halls № № 1, 2, 3 and 4

You can get your free e-ticket for “ITM-2014” at <http://www.itmexpo.ru/en/>

The “ITM-2014” organizer: "Expotour" LLC

For more information about the exhibition please visit <http://www.itmexpo.ru/en/>

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Looking forward to meeting you 15-18, March 2014 !

Welcome to Russia! Welcome to “Intourmarket”!