



10-12 September 2025

TIMIRYAZEV CENTER, MOSCOW

TOURISM BEYOND
GLOBALIZATION



OTDYKH LEISURE

For over 30 years, the OTDYKH Leisure International Russian Travel Market confirms the status of a key travel event in Russia in the run up to the autumn/winter season

This unique platform promotes open dialogue with industry ministers, business development services, strengthening contacts, market monitoring and launching startups.

OTDYKH Leisure is an event for travel professionals!

In 2025, the OTDYKH Leisure Travel Market is to be held at the new modern venue in Moscow, the Timiryazev Center



TRAVEL MARKET COMPRISES

- National travel and tourism offices of foreign countries
- Tour operators and travel agencies
- Regional tourism authorities of the Russian Federation
- Companies
 - representing technology and innovation in tourism
 - organizers of specialized tours
 - transport and logistics services in tourism
- Hotels and apartments
 - hospitality product and service providers,
- Airlines
- Medical and health centers, sanatoriums and spa resorts
- Suppliers and manufacturers of equipment for travel business

Among the Travel Market participants : Oman, Morocco, Sri Lanka, Cuba, Egypt, Malaysia, Venezuela, Uzbekistan, SBER, RZD, Ozon Travel, Otello, Travelline, Bnovo, Carthage Group, Minger Med Spa, Cruise.ru, Bronirui-Online, Modern Transport Technologies, etc.



2024 IN NUMBERS AND FIGURES


9000+
visitors


18
countries of
the world


30+
regions of
Russia



The International Travel Market provides presentation opportunities for the travel industry of Russia and foreign countries, and supports the task set by Russian President Vladimir Putin within the frame work of the National Tourism and Hospitality Project to increase the domestic tourist flow up to 140 million trips, by 2030.

Dmitry N. Chernyshenko
Deputy Prime Minister of the Russian
Federation

”


300+
exhibitors

**OTDYKH
2024**


3100+
delegates

Maxim G. Reshetnikov
Economic Development Minister of the Russian Federation

”

PRESS
250+
media publications and
reports during the event


42
business
programme tracks


200+
industry experts –
speakers of the business
programme



In thirty years of operation, OTDYKH has become one of the most anticipated events in travel industry. "On one platform, the Travel Market brought together the business, regions, federal departments and experts-those who participated in defining the national project and are to implement it locally, so we are very much interested in keeping dialogue going and exchanging new ideas," the minister added.

6 reasons why OTDYKH Leisure is your platform

- 1 New contacts bring new clients and new markets for your business. Open new business opportunities in the Russian travel market.
- 2 Best travel connection platform in Russia –networking with government bodies, experts, industry associations and unions, main business representatives.
- 3 Occupy Emerging Niches – closed borders have made new tourist flows and directions with good developments forecasts according analytics and expert reviews.
- 4 New audience – visitors and consumers from B2B and B2C . Travelers and professional tourists, travel bloggers and travel experts. Best time to create contracts – before autumn-winter season and New Year holidays.
- 5 Get to know the advanced ways to grow and improve efficiency of your business through modern technologies: artificial intelligence and other technological innovations
- 6 Find the most effective solution to your company's marketing tasks due to the variety of participation formats: participate with a stand with various types of construction, participate as a speaker in industry conferences, have extra brand promotion using the expo resources, and/or participate as a sponsor.



OTDYKH LEISURE Testimonials



We are participating in the OTDYKH Leisure expo for the 30th time, never missing a year, as the Russian market is one of the most important markets for us. For now, the Russian market is the second largest market for Egypt in terms of tourist flow.

Mohamed Atta El Sherbieny
GM of External Offices Egyptian Tourism Authority (Египет)



This is our first OTDYKH Leisure expo, which is a great opportunity for us to offer new contacts with the professional community, to tell more about travel between our countries and what Oman has to offer as one of the promising destinations. We hope to increase the number of tourists from Russia to Oman!

Hamed Al Qamshouai
Visit Oman



Thanks to OTDYKH Leisure, we got a very good insight into the Russian market and an amazing response from potential business partners. We look forward to participating in this exhibition every year!"

Mr. Hemant Kalyani
Director Sales & Operations Satguru Travel & Tour Services Rus LLC (UAE)



The 30th anniversary OTDYKH Leisure expo this year is held in a special way, with a large number of regions, a large number of foreign countries and new formats. First, I would like to note a very busy business programme with an unconventional approach. New approaches include, of course, the expo displays: I was very pleased to see the stand of the National Tourist Routes of our country.

Artur Abdrashitov
Minister of Tourism of the Samara Region



We managed to meet with our partners and hold business negotiations. Our main task at the exhibition is to promote Thailand in order to further increase the flow of Russian tourists to the country, because Thailand and Russia are friendly countries. Thailand is a Partner Country of the International Tourism Forum and Exhibition OTDYKH Leisure 2023.

Mrs Hanitta Panvorawat
Director of the Moscow Office of the Tourism Authority of Thailand



At OTDYKH Leisure we had great opportunities to meet with leading tour operators, we held a huge number of meetings, gained a lot of experience and useful information. Thank you to the organizers for your support.

Mr U. Wasantha Wickramarathna
Director Operations Troja International Tours & Travels Pvt Ltd., Sri Lanka (Sri Lanka)

OTDYKH LEISURE PROFESSIONAL AUDIENCE

Areas of interest of professional visitors



TOP-3 interests out of 16 categories of participants:

- tour operators, travel agencies – 17%
- travel destinations/locations – 15%
- major chain, family hotels, weekend hotels – 9,5%



Visitors are focused on tour operators and travel agencies



Every other visitor is interested in finding new solutions for business



An upsurge in interest in national parks, ski resorts, and amusement parks

LEADING ACTIVITIES OF THE VISITOR AUDIENCE

76% of professional visitors are travel product buyers

45% Tour operators, travel agencies

14% Hotels/ accommodation facilities

9,5% IT services for travel companies

9% Industry-specific schools

7,5% MICE/ Event agencies

OTDYKH LEISURE PROFESSIONAL AUDIENCE

Purposes of visiting



24% Getting to know the trends
and novelties of the market



20% Search for new suppliers/
New business contacts



16% Search for new products
and services



16% Strengthen current
business contacts



OTDYKH LEISURE 2024 VISITORS



Key visitors

- Travel agencies
- Tour operators
- Government institutions
- Corporate Travel Customers
- Fest organisers
- Consulting companies
- Investors
- Media
- Industry-related students
- Tourists

OTDYKH LEISURE KEY EVENTS

Unique events of the business programme traditionally bring together over 3 000 travel industry experts from Russia and foreign countries to share experiences and expert opinions

Key events of 2024 travel market

- Award ceremony for the winners of the competition «Best National Tourist Routes in Russia» organized by ATOR
- Oman, Turkmenistan, and South Korea as newcomers at the expo
- Direct chat with the Minister of Samara Region
- WOW events of the business programme held with packed audience: Russia's Tourism Industry vs. the Dopamine Cartel: Entertainment vs. Distractions, HYPE DELAYED: Exposing Technological trends in Travel Industry
- Where Tourism Belongs in the New Point of Departure: Algorithms of Evolution
- EXPERT CLUB — professional advice on business development from leading experts and business coaches
- OTDYKH.LAB, an exclusive project for the regions of Russia



OTDYKH LEISURE PROMOTION



Over 25
professional media



Leading
travel bloggers



Social networks



Industry
databases mailings



Digital promotion



Video interviews
with industry experts



DEAR PARTNERS, THANK YOU FOR YOUR SUPPORT IN 2024

Official support



Association of Tour
Operators of Russia



The Russian Union
of Travel Industry



Chamber of
Commerce and
Industry of the
Russian Federation



Russian
Geographical
Society

Partners



General Partner
Bank



Partner Region



Partner City



Business Programme
Partner



Business
Session Partner



Academy Partner



Expert Partner

Information Partners



Plenary Partners

MANTERA



SEE YOU AT THE OTDYKH LEISURE INTERNATIONAL TRAVEL MARKET IN MOSCOW, 10-12 SEPTEMBER 2025!

The Travel Market team will do their best
to answer your questions

Daria Baryshnikova

International Travel Market Director

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