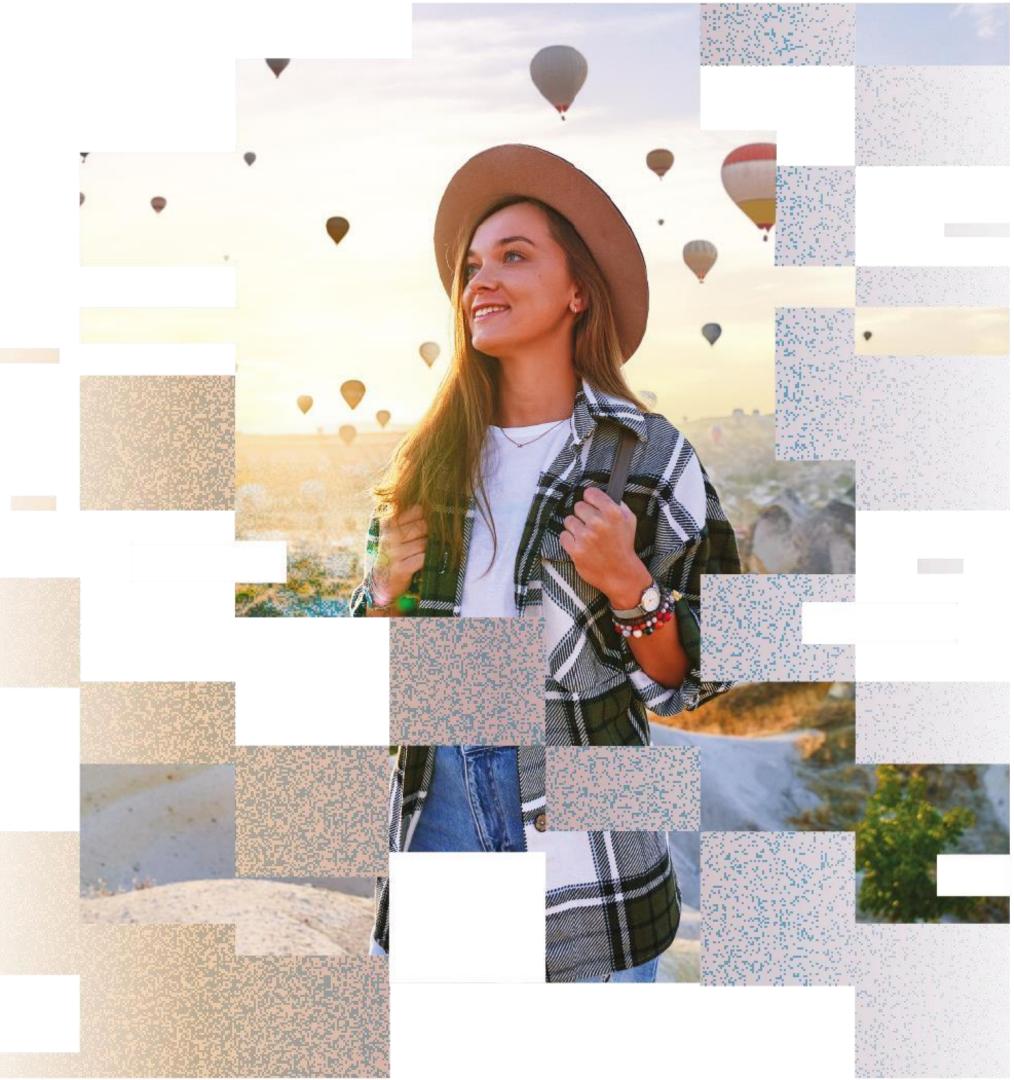


**TIMIRYAZEV CENTER, MOSCOW** 

# 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







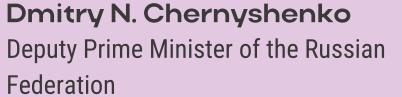


The International Travel Market provides presentation opportunities for the travel industry of Russia and foreign countries, and supports the task set by Russian President Vladimir Putin within the frame work of the National Tourism and Hospitality Project to increase the domestic tourist flow up to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



OTDYKH 2024







#### Maxim G. Reshetnikov

- 9 9

**Economic Development Minister of the Russian Federation** 



media publications and reports during the event



business programme tracks



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

- 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.
- Occupy Emerging Niches closed borders have made new tourist flows and directions with good developments forecasts according analytics and expert reviews.
- 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.
- Get to know the advanced ways to grow and improve efficiency of your business through modern technologies: artificial intelligence and other technological innovations
- 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.



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.

#### Mohamed Atta El Sherbieny GM of External OfficiesEgyptian 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!



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.

HamedAl Qamshouai Visit Oman

Services Rus LLC (UAE)



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

**Artur Abdrashitov** 

Minister of Tourism of the Samara Region



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

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



## **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



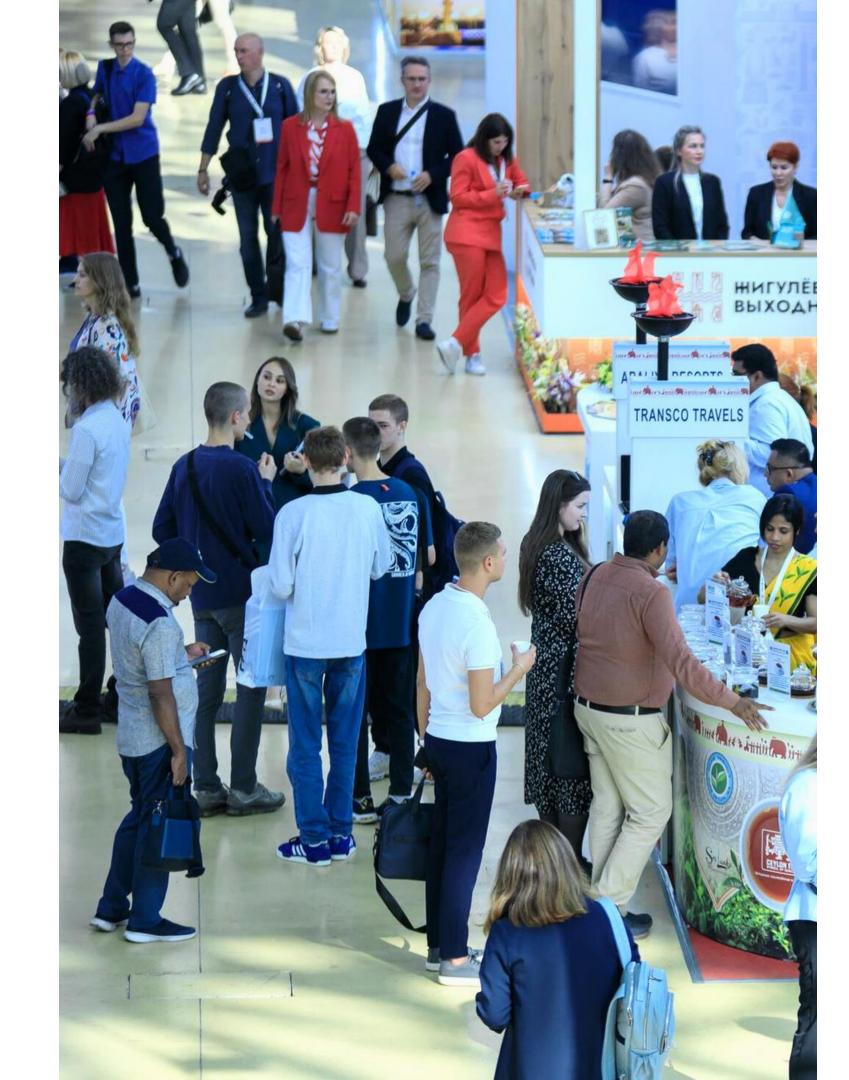
16%

Search for new products and services



16%

Strengthen current business contacts



## **OTDYKH LEISURE 2024 VISITORS**



















































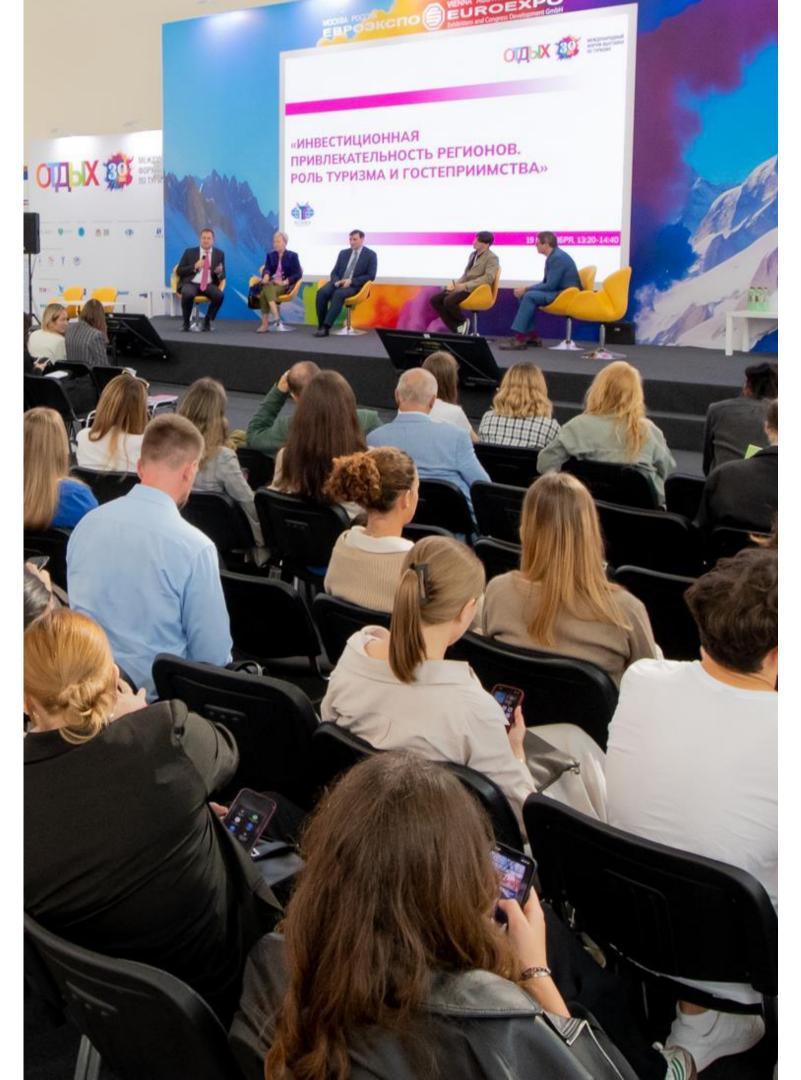


## OTDYKH LEISURE KEY EVENTS

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









#### Partners

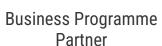






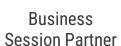






EKAT ERIN BURG









**Expert Partner** 

#### Information Partners



















Plenary Partners







# 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

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Organized by







Join us!

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Participation Form



