



32ND INTERNATIONAL
RUSSIAN TRAVEL
MARKET

SEPTEMBER, 2-4, 2026

**MOSCOW,
TIMIRYAZEV CENTER**



OTDYKH LEISURE

OTDYKH Leisure is a forum - exhibition for outbound, inbound, and domestic tourism, addressing the year-round demand for travel in Russia and abroad.

OTDYKH Leisure is an annual event. In 2026, the event will be held for the 32nd time, once again confirming its status as a stable and effective platform for tourism professionals.

The forum and exhibition brings together over 10,000 industry professionals – from representatives of small and medium-sized tourism businesses to the heads of large Russian and international companies, as well as decision-makers responsible for the development of individual territories and tourist destinations.

The forum - exhibition is constantly expanding its scope, encompassing new cross-sectoral areas – cultural and creative industries, healthcare, entertainment, and others. In doing so, the project fulfills its mission – promoting the diversity and creativity of tourism products both in Russia and abroad, as well as travel accessibility for tourists of all income levels.



STATISTICS 2025


8000+
Visitors


14
Countries


70+
Hours of Business Program


200+
Exponents

**OTDYKH
2025**


7900+
Delegates

PRESS
800+
Publications and media reports


42
Tracks of business program


200+
Industry experts - speakers of the business program



BENEFITS OF PARTICIPATING IN OTDYKH LEISURE

- **Enter new markets: global reach in 3 days**
Direct contact with a professional B2B audience. **80%+** of visitors are your potential partners.
- **Trends and Demand: instant market feedback**
Live research through direct communication with key buyers. Identify trends and adjust your strategy on the spot.
- **A place for new, promising niches to emerge**
Real demand in real time. Fill vacant market niches by presenting relevant solutions to your target audience.
- **Ready-made media space**
Influence beyond the booth. Additional reach: 70,000+ website visitors and 1.5 million media impressions. Increased brand awareness and trust.
- **Influence the industry through expertise**
The business program equals your expert status. Influence the agenda, build your authority, and attract top-level partners.
- **The best dates of the year!**
The exhibition runs **September 2–4**—the most crucial moment of the season, when summer ends and fall/winter sales begin. It's easy to work where it's warm and comfortable!



WHAT'S NEW IN 2025

- The new venue is the modern Timiryazev Exhibition Complex.
- The exhibition boasts a wide geographical range of participants, including Russia, Belarus, Vietnam, Laos, Cambodia, the UAE, the Philippines, Oman, Cuba, India, Egypt, China, Sri Lanka, Venezuela and Tunisia.
- A new project of live B2B meetings for tourism industry representatives was launched at the exhibition. Colleagues from Russia, Sri Lanka, India, and China participated in the project.
- As a part of business program and the "OTDYKH Lab" project, a creative hackathon, "Love is... Abrau!", was held in collaboration with the company "Abrau-Dyurso." The event brought together future tourism specialists from leading Russian universities: Lomonosov Moscow State University, RUDN University, RANEPA, the Financial University, and others.
- Expo premieres included Sollers, the Martsial Thermal Resort, Arabian Sea Fish, and many others.



OTDYKH LEISURE 2025

KEY EVENTS

The unique business program events were attended by 7,900 tourism industry specialists from Russia and abroad to exchange best practices and expert opinions

Among the key events of the Forum-Exhibition 2025:

- Plenary session "Tourism Beyond Globalization" featuring Sangadzhi Tarbaev, Chairman of the State Duma Committee on Tourism and Tourism Infrastructure Development.
- Session "Regulatory and legislative initiatives and their consequences for the tourism market" with the participation of Yuri Barykin, Vladimir Kaganer, Ilya Umansky, and Alexander Osaulenko.
- In 2025, the OTDYKH Lab Creative Laboratory presented the project "Love - is Abrau! Sense, Idea, Concept at the Crossroads of Generations," where future tourism industry specialists from the country's leading universities created a prototype product with an integrated cultural code of the Abrau-Dyurso resort, which would unite several generations at once – from millennials to representatives of generation Alpha.
- Award ceremony for the winners of the First International Media Competition "Tourism – Path to Peace and Common Ground«.



Sangadzhi Tarbaev

Chairman of the State Duma Committee on Tourism and Tourism Infrastructure Development and a member of the "New People" faction, summed up the constructive dialogue during the Plenary Session: "The OTDYKH Leisure Forum-Exhibition is a platform that enables direct, open, and transparent dialogue between businesses, government, and the end consumer of tourism products."



Nikita Kondratyev

Director of the Department of Multilateral Economic Cooperation and Special Projects of the Ministry of Economic Development of the Russian Federation noted at the end of the plenary session: "At the OTDYKH forum, the regions presented their achievements and identified next steps in developing a marketing product for both Russian and inbound tourists. The emphasis was also on Chinese tourist..."

PROFESSIONAL AUDIENCE OF THE FORUM-EXHIBITION «OTDYKH LEISURE»

Areas of interest of professional visitors



The TOP 3 interests out of 16 participant categories included:

Tour operators and travel agencies – 17%
Tourist destinations/locations – 15%
Large chain hotels, family and weekend hotels – 9.5%



The focus of visitors' interests is on tour operators and travel agencies



Every second visitor is interested in the sphere of health and medical tourism.



Increased interest in national parks, ski resorts, and entertainment parks.

LEADING AREAS OF ACTIVITY OF THE VISITING AUDIENCE

76% professional visitors are buyers of tourism product

45%

Tour operators, travel agencies

14%

Hotels, accommodation facilities

9,5%

IT services for tourism companies

9%

Specialized educational institutions

7,5%

MICE/ Event agencies

PROFESSIONAL AUDIENCE OF THE FORUM-EXHIBITION «OTDYKH LEISURE»

Purposes of visiting:

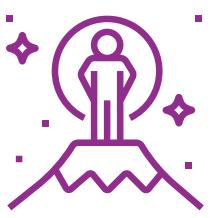
-  **24%** Dive into market trends and innovations
-  **20%** Search for new suppliers/clients/New business contacts
-  **16%** Search for new product services
-  **16%** Grow of existing business connections



ADVERTISING AND PR CAMPAIGN FOR THE FORUM-EXHIBITION «OTDYKH LEISURE» 2025



800 materials
in the media and online sources



Advertising campaign
on TV and on the streets
in 15 Russian cities



Social media posts and live
streaming from the exhibition



Mailing
to industry databases



Digital promotion



Video interviews
with industry experts



EXHIBITION PARTNERS IN 2025

OFFICIALLY SUPPORTED BY:



**Минпромторг
России**

Ministry of Industry and Trade
of the Russian Federation



Ministry of Economic Development
of the Russian Federation



Ministry of Agriculture
of the Russian Federation



Association of Tour Operators
of Russia



Russian Union
of Travel Industry

PARTNERS:



Country-partner



City-partner



High Education Partner



Hotel-partner

MEDIA PARTNERS:



LOOKING FORWARD TO SEEING YOU AT THE INTERNATIONAL FORUM- EXHIBITION «OTDYKH LEISURE» IN MOSCOW, SEPTEMBER 2026!

Should you have any questions please do not hesitate to contact us.

Daria Baryshnikova

Exhibition Director

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PARTICIPATION REQUEST

