

# Mitt

26th Moscow International  
Travel & Tourism Exhibition

12-14 March 2019

IEC Expocentre, Moscow

mitt.ru

**Analytical report  
on visitors**



Organised by



# NUMBER OF VISITORS

**22,289** people attended MITT 2019.

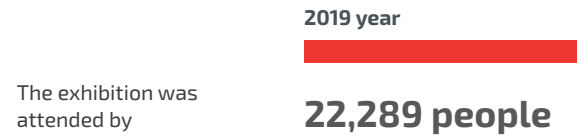
The largest number of unique visitors - **12,191** (54% of the total number) - attended on the 12<sup>th</sup> of March, Day 1 of the show. This is 149 people more than in 2018.

Repeat visits made up a 28% share of visitors.

Total number of visitors who attended business programme events was **5,437**.

That's **1,486** people more than in 2018 (+**37,6%**).

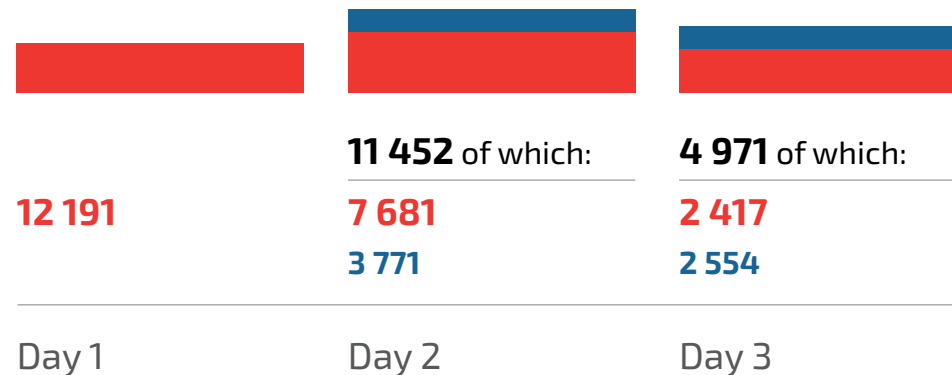
## Total visitors number



## Number of visitors and repeat visitors per day

**Unique visitors** - the number of distinct individuals who attended the exhibition, regardless of how many times they attended.

**Repeat visits** - the number of distinct individuals who attended the exhibition on multiple occasions.



# GEOGRAPHY OF VISITORS

**19,962** visitors from Russia and **2,327** visitors from **91** other countries attended the show.

The majority of foreign visitors were representatives of businesses and organisations from:

- Turkey
- Belarus
- Italy
- Greece
- Armenia

## Breakdown of visitors by geography (Russia & other countries)



- 1 Russia
- 2 Turkey
- 3 Belarus
- 4 Italy
- 5 Greece
- 6 Armenia
- 7 China
- 8 Spain
- 9 Cyprus
- 10 Azerbaijan
- 11 Kazakhstan
- 12 Uzbekistan
- 13 Czech Republic
- 14 Bulgaria
- 15 Tunisia
- 16 Abkhazia
- 17 Ukraine
- 18 Serbia
- 19 Georgia
- 20 France
- 21 Croatia
- 22 United Arab Emirates
- 23 Germany
- 24 Israel
- 25 Kyrgyzstan
- 26 Latvia
- 27 Montenegro
- 28 Egypt
- 29 Portugal
- 30 Tajikistan
- 31 Vietnam

- 32 Moldova
- 33 Mongolia
- 34 India
- 35 Hungary
- 36 Thailand
- 37 Indonesia
- 38 Turkmenistan
- 39 Lithuania
- 40 Sri Lanka
- 41 Iran
- 42 United Kingdom
- 43 Austria
- 44 Poland
- 45 Estonia
- 46 South Africa
- 47 Slovakia
- 48 Netherlands
- 49 Morocco
- 50 USA
- 51 Maldives
- 52 Switzerland
- 53 Singapore
- 54 Malaysia
- 55 Dominican Republic
- 56 Brazil
- 57 Oman
- 58 San Marino
- 59 Finland
- 60 Mexico
- 61 Malta
- 62 Japan

- 63 Lebanon
- 64 Slovenia
- 65 Tanzania
- 66 Myanmar
- 67 Liechtenstein
- 68 Albania
- 69 Iceland
- 70 Algeria
- 71 Colombia
- 72 Norway
- 73 Mauritius
- 74 Sweden
- 75 Ethiopia
- 76 Andorra
- 77 Bosnia and Herzegovina
- 78 Canada
- 79 Palestine
- 80 Jordan
- 81 Republic of Korea
- 82 Argentina
- 83 Cape Verde
- 84 Sudan
- 85 Macedonia
- 86 Ecuador
- 87 Cuba
- 88 Philippines
- 89 Qatar
- 90 Denmark
- 91 Romania
- 92 Bahrain

# GEOGRAPHY OF VISITORS

The share of visitors from Moscow Region to MITT 2019 was **80%**.

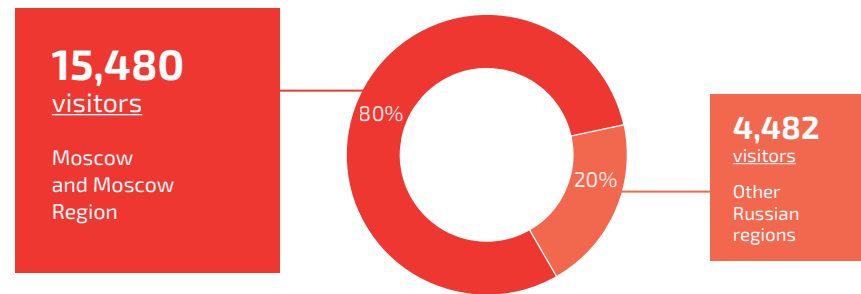
The share of visitors from other regions was **20%** (as in 2018).

The total number of Russian regions represented by the visitors at the exhibition was **80**.

## Top 5 Regions:

- Moscow Region
- St. Petersburg Region
- Yaroslavl Region
- Vladimir Region
- Nizhny Novgorod Region

## Breakdown of visitors by geography (regions of Russia)



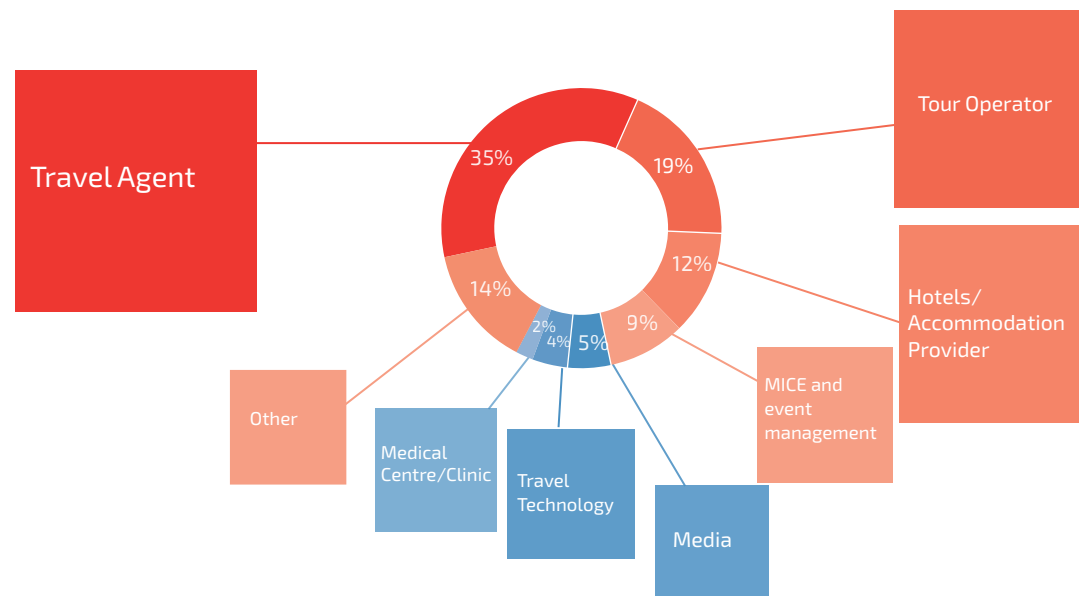
- 1 Moscow Region
- 2 St. Petersburg Region
- 3 Yaroslavl Region
- 4 Vladimir Region
- 5 Nizhny Novgorod Region
- 6 Tula Region
- 7 Tver Region
- 8 Krasnodar Region
- 9 Kaluga Region
- 10 Ryazan Region
- 11 Republic of Tatarstan
- 12 Smolensk Region
- 13 Kostroma Region
- 14 Republic of Crimea
- 15 Lipetsk Region
- 16 Rostov Region
- 17 Penza Region
- 18 Ivanovo Region
- 19 Stavropol Region
- 20 Voronezh Region
- 21 Samara Region
- 22 Kursk Region
- 23 Volgograd Region
- 24 Sverdlovsk Region
- 25 Vologda Region
- 26 Republic of Bashkortostan
- 27 Kaliningrad Region
- 28 Orlov Region
- 29 Chuvash Republic
- 30 Chelyabinsk Region

- 31 Novosibirsk Region
- 32 Belgorod Region
- 33 Irkutsk Region
- 34 Republic of Mordovia
- 35 Sevastopol
- 36 Tyumen Region
- 37 Republic of Karelia
- 38 Primorsky Region
- 39 Bryansk Region
- 40 Saratov Region
- 41 Republic of Buryatia
- 42 Republic of Udmurtia
- 43 Ulyanovsk Region
- 44 Arkhangelsk Region
- 45 Republic of Mari El
- 46 Krasnoyarsk Region
- 47 Chechen Republic
- 48 Tambov Region
- 49 Republic of Sakha
- 50 Republic of Dagestan
- 51 Kemerovo Region
- 52 Altai Region
- 53 Kirov Region
- 54 Khanty-Mansiysk Autonomous Region
- 55 Kabardino-Balkaria Rep.
- 56 Omsk Region
- 57 Murmansk Region
- 58 Republic of Komi
- 59 Novgorod Region
- 60 Orenburg Region

- 61 Republic of North. Ossetia
- 62 Republic of Kalmykia
- 63 Perm Region
- 64 Yamalo-Nenets Autonomous Region
- 65 Tomsk Region
- 66 Khabarovsk Region
- 67 Astrakhan Region
- 68 Sakhalin Region
- 69 Kamchatka Region
- 70 Rep. of Karachay-Cherkessia
- 71 Republic of Altai
- 72 Pskov Region
- 73 Republic of Ingushetia
- 74 Amur Region
- 75 Republic of Tyva
- 76 Republic of Adygea
- 77 Kurgan Region
- 78 Republic of Khakassia
- 79 Zabaykalsky Region
- 80 Chukotka Region

# PROFILE OF TRADE VISITORS

## Breakdown of visitors by company type



## Field of business of the travel companies at MITT

	2019	Growth 2019/2018
Outbound Travel (outside Russia)	39%	+1%
Domestic Travel (to/within Russia)	19%	+3%
Both	42%	-4%

The option 'Other' was chosen by representatives of companies engaged in the following areas: education, airlines, insurance, tourist attraction / museum, tourism board, finance, consulting, advertising, industry association, airport operations, guided tours, tourist information centre, event management and trade shows, health resort, legal services, destination management, media, hospitality, entertainment, NTO, science, PR, wholesale, representative office, printing, HORECA equipment, concierge service, IT, sport and fitness, visa support, rail transportation, souvenir production, food supply, winery, human resource consulting, telecommunications, embassy, translation services, cruises, catering, cosmetics production, medical services.

# BREAKDOWN OF VISITORS BY THEIR PURPOSE OF ATTENDANCE

Travel agents - the largest number of targeted visitors who attended the exhibition to source products and services for their business or to gather general industry information.

## Breakdown of visitors by company type and reason for attending

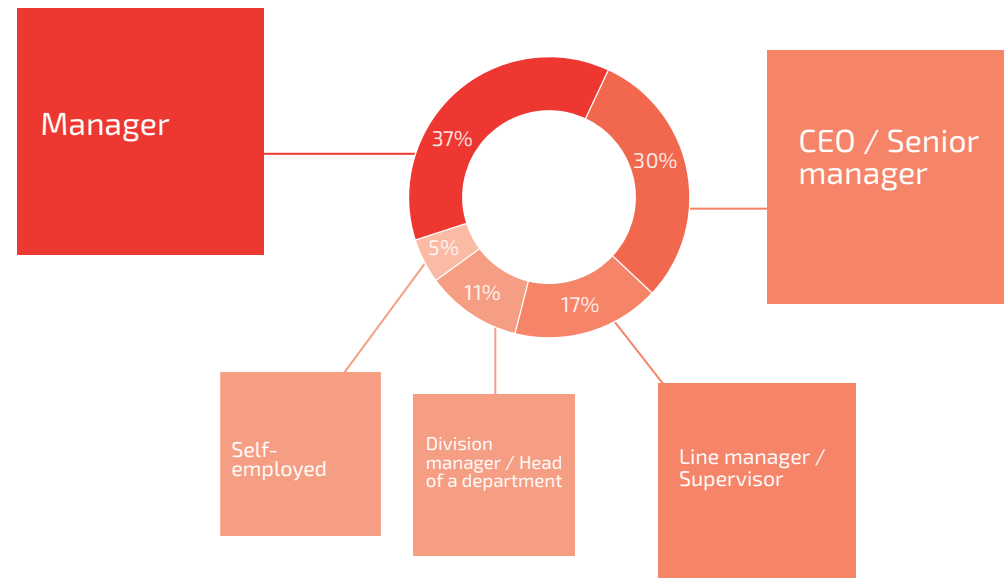
Company's main area	Search for products and services for business	Gathering general information	Professional development
Travel Agents	45%	36%	48%
Tour Operator	23%	13%	8%
Accommodation Provider	7%	12%	10%
MICE/Corporate events organizers	8%	10%	10%
Media	4%	7%	6%
IT solutions for travel industry	3%	4%	4%
Medical Centre / Clinic	1%	2%	2%
Other	9%	16%	12%

Respondents could tick more than one answer.

# BREAKDOWN OF VISITORS BY JOB LEVEL

The share of Top-management level was **46%**

Breakdown of MITT 2019 visitors by job level



	2018	2019	2019/2018
	Visitors	Visitors	Growth
CEO / Senior manager	29%	30%	+1%
Division manager / Head of a department	12%	11%	-1%
Line manager / Supervisor	16%	17%	+1%
Manager	38%	37%	-1%
Self-employed	5%	5%	0%

# PRODUCTS OF INTEREST TO VISITORS

The majority of MITT 2019 visitors were interested in tour operator holiday packages (**51%**), in general information about travel destinations (**51%**) and in hotels and accommodation offers (**45%**).

The majority of them were interested in Russia (**77%**), Europe (**70%**), and Asia (**54%**).

Respondents could tick more than one answer.

Products and services of interest	Respondents	
Tour operator holiday packages	11 369	(51%)
General information about travel destinations	11 309	(51%)
Hotels and accommodation offers	9 956	(45%)
Services of inbound tour operators	7 925	(36%)
Airlines and other transport companies	6 264	(28%)
Business travel and corporate services	5 558	(25%)
Medical tourism	4 226	(19%)
IT and travel technology solutions	4 210	(19%)
Travel Insurance	2 902	(13%)
Car rental	1 896	(9%)

Destination preferences	Respondents
Russia	77%
Europe	70%
Asia	54%
CIS	46%
Middle East	35%
Africa	32%
Central and South America	28%
North America	24%
Australia and the Pacific	20%





For more information and to book your stand,  
contact us today:

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mitt.ru

See you at MITT 2020

**17-19 March**  
**Crocus Expo IEC, Moscow**



