

Aims & goals of first edition of LUXURY Leisure fully reached

The **first edition of LUXURY Leisure** took place from 19 – 22 September 2006 in the IEC “Crocus Expo” and was a **full success**. The main focus of Russia’s only trade fair for luxury travel was to **bring together VIP buyers and corporate buyers from Russia and all over the world with international and Russian key players** of the very small but selective and highly profitable **sector of EXCLUSIVE travel**.

The concept was well accepted: **65 exhibitors** from **18 countries** took part. **7,000 visitors** attended the show.

Among the exhibitors were not only well-known hotel chains like “Rocco Forte Hotels” and “Jumeirah” and highly appreciated tour operators which are specialised in the luxury sector like “Ahipara Luxury Travel” (New Zealand), “AMM Luxury Travel & Consultancy” (Switzerland) and “Onirikos Srl” (Italy) but also companies which are offering exotic and adventure travels like “Beijing Extreme Club” (China), “Ultra Travel” (Russia) and spa & wellness hotels & resorts with an internationally well established reputation like “Pragelato Village Resort & Spa” (Italy), “Richmond Nua Wellness-Spa” (Turkey) and “Kadavu Resort” (India).

The visitors were tour agencies which are specialised in the organisation of individual and exclusive travels as well as final consumers and invited **corporate and VIP-Buyers**.

LUXURY Leisure was held parallel to the biggest autumn trade fair for Tourism “**Otdykh-Leisure**” and the international trade fair for Meeting Industry and Business Travel “**Mibexpo**”. The concept of the organiser, EUROEXPO, to integrate all 3 trade fairs to the “**MOSCOW AUTUMN TRAVEL INDUSTRY WEEK**” found the very big approval of all participants.

EUROEXPO was chosen to be the organiser of ITM – Intourmarket due to its nearly 15 years of experience in the organisation of international trade fairs in Russia and the CIS, among them being the well-established and leading Russian autumn travel and tourism show “Otdykh-Leisure”.

Successful concept:

Part of the concept of LUXURY Leisure was to

- allow access to VIP buyers and corporate buyers from Russia and the world
- offer a unique pre-appointment system
- have a high-quality parallel programme (“SPA & Health Conference”)
- be in a state-of-the-art exhibition centre

A main focus was the **unique pre-arranged appointment system** that offered exhibitors great opportunities: They met exactly the right target group. Exhibitors had the chance to do business with top buyers from the exclusive travel industry where tourism is becoming more and more important.

Attractive parallel programme

A comprehensive parallel programme took part alongside the exhibition. The highlight was the 3rd edition of the “**SPA & Health Conference**” where Russian and international experts in the field of SPA & Wellness spoke about this topic that has top priority in the tourism industry worldwide.

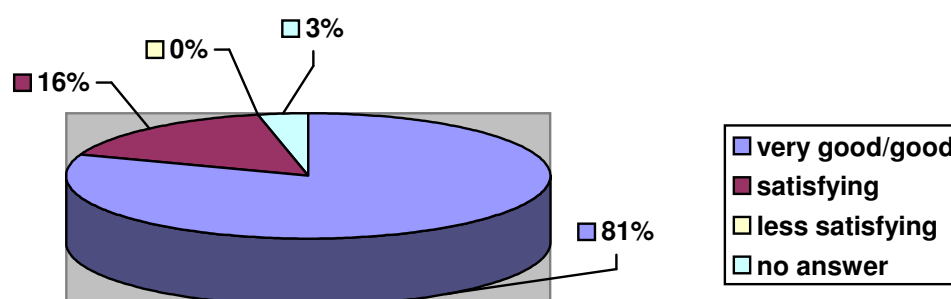
Exhibitor feedback

The results of an independent survey, conducted during the trade fair (31 exhibitors from 65 were asked), showed that **94 %** of exhibitors were **satisfied or very satisfied** with the **entire organisation** of the trade fair.

The same percentage (94 %) of exhibitors **was satisfied or very satisfied with the chosen time** for the event.

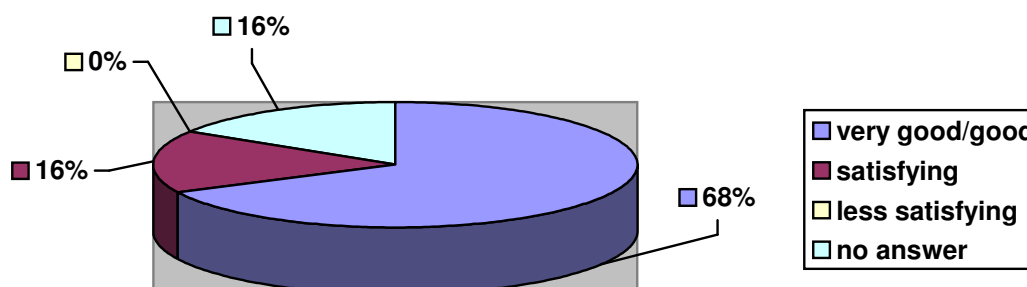
Exhibitor satisfaction

General impression of the show



97 % of exhibitors had a **satisfying or very satisfying impression** of their participation in LUXURY Leisure.

Achieved results



84 % of exhibitors were **satisfied or very satisfied** with the **results** they achieved at LUXURY Leisure.

83 % of exhibitors were **satisfied or very satisfied** with the **regional profile of visitors**.

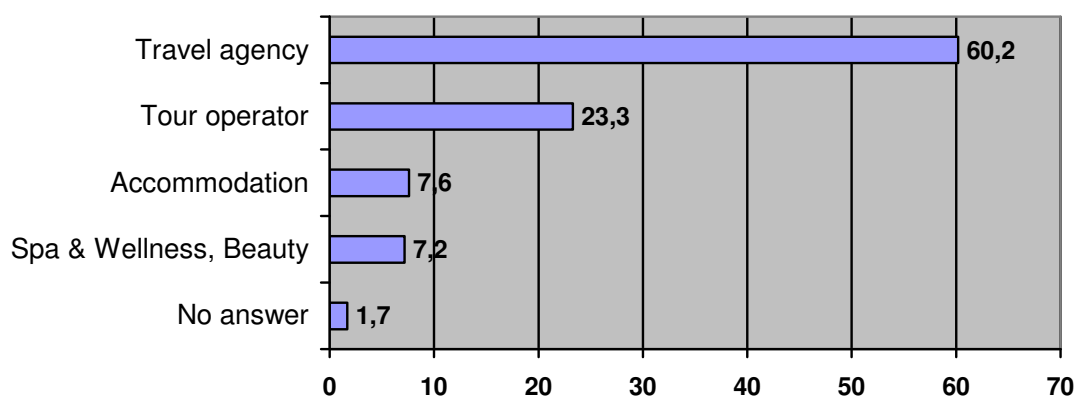
71 % of exhibitors were **satisfied or very satisfied** with the **business contacts** they made.

Visitor feedback

249 professional visitors were asked within the independent survey. The results showed that **97%** of visitors were **satisfied or very satisfied** with the **organisation** of LUXURY Leisure.

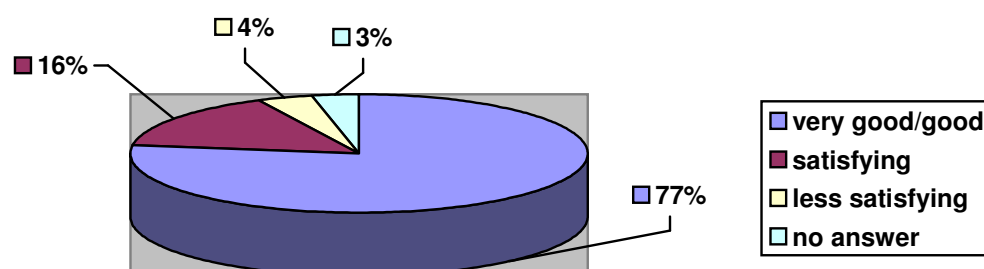
94% of visitors were **satisfied or very satisfied** with the **carefully selected profile** as well as with the **quantity of exhibitors** at LUXURY Leisure.

Visitor structure



Visitor satisfaction

Achieved results



93 % of visitors were **satisfied or very satisfied** with their **results** at LUXURY Leisure.

76 % of visitors plan to **attend** LUXURY Leisure 2007 again **as professional visitors**.
15 % of visitors even plan to **attend** the show **as exhibitors**.

Facts & Figures LUXURY Leisure 2006

Exhibition space	2,000 sqm
Exhibitors	65
Countries	18
Visitors	7,000



LUXURY Leisure 2007

Date	25 – 27 September 2007
Venue	International Exhibition Centre "Crocus Expo" Krasnogorsk, p/o «Krasnogorsk-4», 65-66 km MKAD 143400 Moscow, Russia
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