

## LUXURY Leisure: A successful concept speaks louder than words

**LUXURY Leisure** took place from 25 – 27 September 2007 in the IEC “Crocus Expo” and 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 idea of the organiser, EUROEXPO, to integrate all 3 trade fairs to the “**MOSCOW AUTUMN TRAVEL INDUSTRY WEEK**” (**MATIW**) met with all participants’ approval.

The main concept of LUXURY Leisure, Russia’s only trade fair for exclusive 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 highly profitable **EXCLUSIVE travel industry**. And thanks to this initial concept LUXURY Leisure was again a **full success**.

The demand for this trade fair at and for the Russian market is extremely high and is forecasted to steadily grow: **81 exhibitors** from **20 countries** took part. **7,500 visitors** attended the show during the 3 trade fair days.

### Exhibitors

Well-known hotel chains like “Small Luxury Hotels of the World” and “TAJ Hotels and Resorts” participated in the show for the first time. Among the other newcomers of LUXURY Leisure there were VIP tour operators like “7 South” (Seychelles), “An Viet – Art Travel” (Vietnam), “Cox & Kings” (India), “Happy Few” (Mauritius) or “Meeting Tours Travel & SPA Consultants” (Latvia) as well as companies that offer adventure travels like “Nomads of the Seas” (Chile) and exclusive hotels like “Hilton Seychelles” (Seychelles), “Maia Luxury Resorts & Spa” (Seychelles), “Hoteldorf Grüner Baum” (Austria), “Metropole Monte Carlo” (Monaco) and “The Goring” (Great Britain).

Also for the first time the golf service providers “Moscow City Golf Club” (Russia) and “Gastein Tourismus” (Austria) as well as the luxury ski resorts “Le Chardon Mountain Lodges” (France) and “Indigo Lodges” (Switzerland) exhibited at LUXURY Leisure. Leading companies in renting of real estate like “AT Realty” (Russia) and “Interhome” (Switzerland) and companies which offer exclusive shopping like “Chic Outlet Shopping” (Great Britain) took part in this exclusive trade fair too.

Not only companies which are organizing exotic and adventure travels like “Beijing Extreme Club” (China) and “Ultra Travel” (Russia) but also those which are specialised in luxury transportation like “Atlantis Line” (Russia), “Aurora Maris” (Croatia), “Big Air” (Great Britain), “Business Aviation” (Russia), “Luxury Service Rent-a-Car” (Germany) and internationally renowned spa & wellness hotels and resorts like “Beachcomber Hotels” (Mauritius), “Nadezhda. SPA & Sea Paradise” (Russia) and “Pragelato Village Resort & Spa” (Italy) were ranked among the exhibitors of LUXURY Leisure 2007.

Luxury tour operators like “Eurobusinessstour” (Russia), “Exclusive Alternatives” (Switzerland), “Lets go Maldives” (Maldives), “Mautourco” (Mauritius), “Onirikos Srl” (Italy), “Prata” (Russia) or “Teamex” (Russia) are already an *old hand* at the Russian market – thanks to their participation in last year’s LUXURY Leisure and the occurred business from it. At the trade fair they could meet their old business partners and find new ones respectively.

### Visitors

The visitors of LUXURY Leisure 2007 were tour operators and travel agencies which are specialised in the organisation of individual and exclusive travels as well as final consumers - invited **corporate and VIP Buyers**.

### New SPA Sector

For the first time in 2007 a special **SPA sector** was conceived in the hall of LUXURY Leisure. This part of the trade fair was made for companies which are offering medical and health promotion services like SPA hotels and health resorts as well as SPA & health associations.

The Department of Tourism of the Philippines and the SPA Association of the Philippines were the highlight in the new created SPA section. With 4 co-exhibitors from the private sector ("Badian Island Resort & SPA", "El Nido Resort", "Eskaya Beach Resort & Spa" and "Mandala SPA & Villas") they showed the whole spectrum of their treatments and at their stand as well as at the stand of the "National Guild of SPA Experts" (Russia) both exhibitors and visitors could get a free massage and get a rest from the big business they made at LUXURY Leisure 2007.

### Unique online appointment system

Since the beginning of LUXURY Leisure a main focus is the **pre-arranged appointment system - unique** for trade fairs in Russia. It offered again great opportunities to the participants: 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.

In 2007, this appointment system was improved and launched online. This is the reason why not only exhibitors but also trade visitors had the possibility to arrange meetings via Internet.

### Attractive parallel programme

**"SPA & HEALTH Moscow"** took place as a one-day International Workshop & Conference for the first time in 2005. Because of its great success it has grown into the international exhibition "LUXURY Leisure" in 2006.

Therefore also this year the highlight of the parallel programme was undoubtedly the 3<sup>rd</sup> edition of this – already well-known – conference. During this one-day event Russian and International specialists talked about the status quo and future trends in the industry of SPA, wellness and health and discussed possible national differences of the development in this field that has a high degree of priority in tourism worldwide.

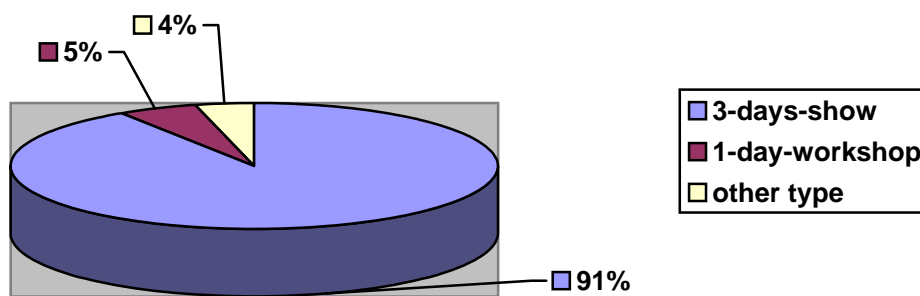
## Exhibitor feedback

*“The fair was very good; we got many new contacts and met our old partners also. We would like to thank you for your support and assistance before and during the fair. It's a pleasure to participate in the events organized by professionals as you are.”* (Tatiana Moskalenko, Lets go Maldives, Maldives)

*“The LUXURY Leisure in Moscow at IEC ‘CROCUS EXPO’ was the first exhibition in Russia “The Goring” has participated in and it was very successful and indeed useful to get a good idea of the Travel Trade in Russia. We made first contacts with tour operators and travel agents of different regions in Russia which we hope to maintain. The organization of the exhibition was excellent.”* (Tina Woydowski, The Goring, Great Britain)

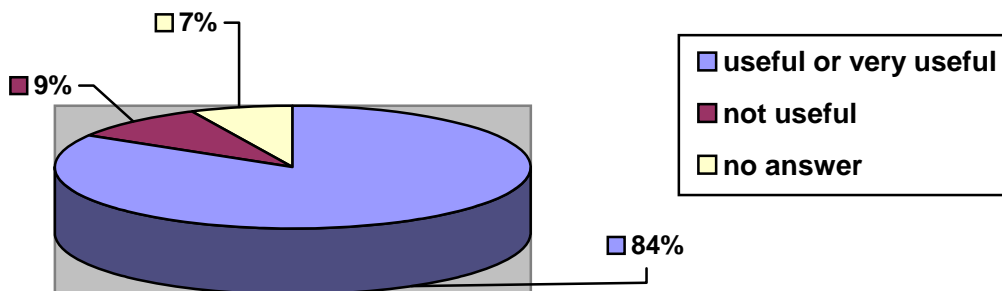
Additionally to the feedback that exhibitors gave after the show, an independent survey was conducted during the trade fair. The results of this survey showed that **91 %** of exhibitors were **satisfied or very satisfied** with the **entire organisation** and the **exhibition management** of the trade fair.

## Most efficient type of event



**91 %** of exhibitors were **satisfied or very satisfied** with the **offered type of event (3-days-show)** for promoting services in the **exclusive travel industry**.

## Usefulness of the online appointment system



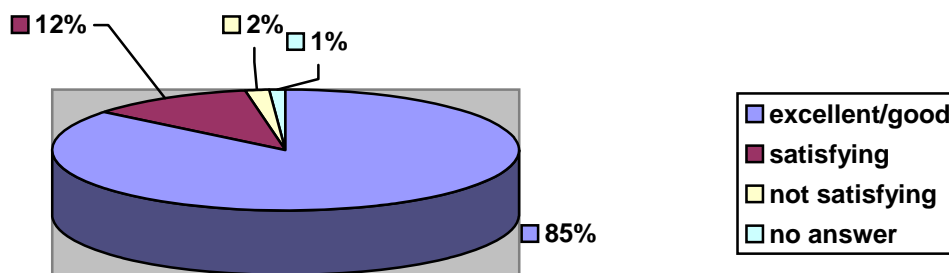
**84 %** of exhibitors confirmed that the launch of the online appointment system was **useful or very useful**.

## Visitor feedback

An independent survey among the trade visitors showed that **87%** of visitors participated at LUXURY Leisure 2007 purely for **business reason**, whereas **24 %** of visitors attended also either for **personal** or **general interest** (multiple responses possible).

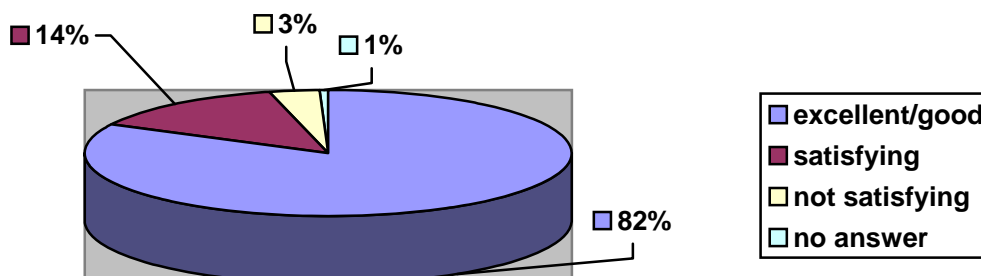
### Visitor satisfaction

#### Quality of offered services



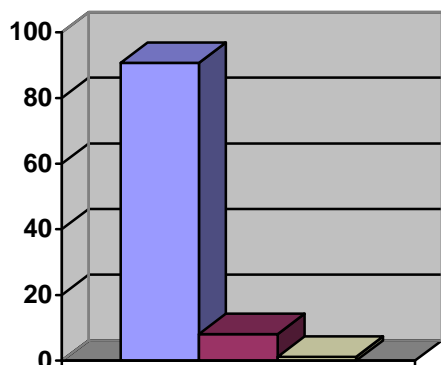
**97 %** of visitors were **satisfied or very satisfied** with the **quality of the services** that were offered by the exhibitors of LUXURY Leisure 2007.

#### Numbers and quality of exhibitors



**96 %** of visitors were **satisfied or very satisfied** with both the **quantity and the carefully selected profile of exhibitors** at LUXURY Leisure 2007.

**95 %** of visitors were **satisfied or very satisfied** with their **results** at LUXURY Leisure 2007.  
**95 %** of visitors were **satisfied or very satisfied** with IEC “CROCUS EXPO” as the venue of LUXURY Leisure 2007.



**91 %** of visitors plan to **attend** LUXURY Leisure 2008 in IEC “CROCUS EXPO”.

## Facts & Figures LUXURY Leisure 2007

Exhibition space	1,500 sqm
Exhibitors	81
Countries	20
Visitors	7,500



## LUXURY Leisure 2008

Date	23 – 25 September 2008
Venue	International Exhibition Centre “Crocus Expo” Krasnogorsk, p/o «Krasnogorsk-4», 65-66 km MKAD 143400 Moscow, Russia
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