

## LUXURY Leisure: A growing sector of tourism in Russia

First of all, the team of Euroexpo – the organizing company – would like to thank all the business partners from all over the world who supported the show and made it therefore as successful as it was!

The third edition of **LUXURY Leisure** took place from September 23 - 25, 2008 at the International Exhibition Center “Crocus Expo” in Moscow. It was held parallel to the biggest international autumn trade fair for Tourism “**Otdykh LEISURE**” and the international trade fair for the Meeting Industry and Business Travel “**MIBEXPO Russia**”. Additionally two conferences were organized: SPA & Health Moscow and MIBEXPO Russia. This three international trade fairs and the included conferences are conducted under the brand “**MATIW - Moscow Autumn Travel Industry Week**”.



LUXURY Leisure is the only trade fair for exclusive travel in Russia. The aim of the event is to reunite **VIP and corporate buyers from mainly Russia and the Commonwealth of Independent Countries** with **international and Russian key players** of the exclusive travel industry.

The Russian Federation is still one of the most promising markets for luxury travel. As a result the demand for this trade fair is growing. **140 exhibitors** from **32 countries** took part and **10,500 visitors** attended the show during the three days of the show in 2008.

Statistics of the last year’s Russian outbound tourism show that the demand for individual tourism, SPA & Health programmes as well as luxurious products is rising steadily. Furthermore, there is a new trend emerging: Travelling to long-haul destinations like USA, Caribbean, South America or Islands like Mauritius, Maldives or Seychelles.

### Exhibitors

The organizing team of Euroexpo is delighted to announce that the Barbados Tourism Authority, the Mauritius Tourism Promotion Authority and Ras al Khaimah Tourism Office participated for the first time at LUXURY Leisure.

At the third edition of LUXURY Leisure many newcomers from all over the world could be welcomed. Among those were companies from different sectors of tourism: Hotels & Resorts, exotic and adventure travel agencies, luxury tour operators as well as luxury means of transport. Examples for Hotels & Resorts are Adria Relax Resort Miramar (Croatia), Elegant Hotel Group (Barbados), Casa Colonial – SLH (Dominican Republic), Sivory Punat Cana (Dominican Republic), Byblos St. Tropez Hotels (France), Vichy – Sofitel Les Celestins (France), Sun Resorts Ltd. (Germany – Mauritius), The Rania Experience (Maldives), Naiade Resorts Ltd (Mauritius), Royal Atlas Hotel (Morocco), Al Hamra Hotels Management (Ras al



Khaimah) and Quality Villas (UK). A great success for the organizing team is the first participation of hotels located in the United States of America: Horned Dorset Primavera Hotel (USA), Vail Resorts (USA) and Sandals Beaches & Resorts (USA - Jamaica). Also hotels providing golf services such as Le Telfair Golf & Spa Resort (Mauritius) or Palmeraie Golf Palace Hotel (Morocco) were taking part at LUXURY Leisure 2008.

Euroexpo is very happy that there were some companies who decided to build an individual stand, which valorized the exhibiton. Therefore special thanks go to White Sands Beach Resort & SPA (Ghana), Taj Group (India), Atlantis Line (Russia), A – Class (Russia), Phillipines Department of Tourism (Phillipines), Ras Al Khaimah Tourism Office (Ras Al Khaimah) and Sandals Beaches & Resorts (USA – Jamaica).



As Austria is a beloved destination for winterholidays for Russian tourists especially in January and demand is rising steadily, Austrian Hoteliers and Travel Agencies are concentrating their business with Russians on the high–end travellers, who are willing to pay for good service and quality. Due to the fact that contracts for the winterseason are discussed and signed in autumn, it is important for them to be present at the only trade fair for exclusive travel in Russia. As a result the number of exhibitors from

Austria was increasing enormously. The Austrian exhibitors were Alpin Holiday, Grand Hotel Zell am See, Majestic Imperator – Train de Luxe, Power Travel Servcies, Tourismus Salzburg GmbH and Falkensteiner Hotels & Residences.

Other important sectors of the tourism industry, which are represented at the show with a record number of exhibitors, are luxury tour operators and exotic & adventure travel agencies. Examples therefore are companies like Ahipara Luxury Travel (New Zealand), Intour Maldives PVT Ltd., Hummingbird Travel (UK), HG Travel (Vietnam-Cambodia-Laos), Power Travel Services (Austria), Discovery Shores Boracay (Phillippines), Russian Concierge Service (Barbados) or Polar Expeditions (UK). But not just the mentioned newcomers of this business sector took part, also already well-known exhibitors at LUXURY Leisure like Ultra Travel (Russia), Lets Go Maldives (Maldives), Mautourco (Mauritus), Onirikos Srl (Italy) and Eurobusinesstour (Russia) participated in 2008.

Furthermore, popularity of luxurious transportation and adventure travel is rising too. Consequently a number of companies represented themselves at LUXURY Leisure to gain new business partners and to intense the relationship with the old ones. Among those the following could be met: Nomads of the Seas (Chile), Majestic Imperator – Tran de Luxe (Austria), Nautrica Travel & Yachts (Croatia), Atlantis Line (Russia), VIP Limousine 24 (Germany) or Liveras Yachts (Monaco).

Due to the great interest and demand from India, a whole block was created for only Indian companies: Luxe India, Indian Holiday, Indo Asia Tours, Luxury India Holidays PVT Ltd, Taj Group and The Leela Palaces, Hotels & Resorts.

As Nepal is becoming a more and more popular destination within Russian travellers, three companies from Nepal took part for the first time at LUXURY Leisure 2008: Marco Polo Travels Pvt. Ltd., Basanta Adventure Treks & Expeditions (BATE) and Hyatt Regency Kathmandu.



## SPA sector within LUXURY Leisure

As a consequence of the successful implementation of a special SPA sector within the hall of LUXURY Leisure at the show in 2007, Euroexpo continued to create this area. This part of the trade fair is made for companies which are providing medical and health services, treatments and promotion services like SPA Hotels & Resorts as well as SPA & health associations.

The Department of Tourism of the Philippines and the SPA Association of the Philippines were again the highlight in the SPA section. Hotels & Resorts from different destinations presented themselves. Among them are exhibitors who are already well-known at LUXURY Leisure: Badian Island Resort & Spa (Philippines), Eskaya Beach Resort & Spa (Philippines) and Taj Exotica Resort & Spa (Mauritius). Also newcomers could be found in this area: Bulgarian Union of Balneology and Spa Tourism (Bulgaria), Palmira Palace Resort & Spa (Ukraine), Abano – GB Thermae Hotels (Italy), Accor Thalassa (France), Sofitel Thalassa Miramar Biarritz and Quiberon (France), Sofitel Mauritius L’Imperial Resort & Spa (Mauritius). At some stands they offered the possibility to immerge into the world of SPA by trying out some treatments – at least for a few minutes. On behalf of all visitors, thank you so much for the massage!

## Visitors

The visitors of LUXURY Leisure 2008 were tour operators and travel agencies which are specialised in the organisation of individual and exclusive travels as well as invited **VIP and Corporate Buyers**. The majority of visitors came from the Russian Federation and the Commonwealth of Independent Countries.

## Unique online appointment system

Since the beginning of LUXURY Leisure the **pre-arranged appointment system**, which is **unique** for trade fairs in Russia, is an important part of the show. It offers the great opportunity for participants to meet exactly the right target group. Exhibitors had again the chance to arrange meetings with Russian buyers from the exclusive travel industry. Since it has been launched online for the show in 2007, not only exhibitors but also trade visitors have the possibility to organize their meetings via Internet. As such a system is rather new in Russia, Euroexpo recognizes from the experience of former shows that many Russian visitors do not make appointments because they prefer to arrange meetings once they arrive. However, the number of users is increasing slowly but steadily.

## SPA & Health Conference within LUXURY Leisure



**"SPA & HEALTH Moscow"** took place as a one-day International Workshop & Conference for the first time in 2005. Due to its great success and increasing interest it has been integrated into the international exhibition "LUXURY Leisure" in 2006. The 5<sup>th</sup> edition took place on September 23, 2008.

The already well-known conference – a perfect platform for professional education – was undoubtedly

the highlight of the parallel programme. During this one-day event Russian and International specialists get together and talked about hot topics and future trends in the industry of SPA, wellness and health & medical tourism. The topic of this years' discussions and round tables were the quality level of SPA in Europe and also efficiency, strategy and standards of Wellness and SPA tourism products.

The organizing team of **SPA & HEALTH Moscow** would like to thank all professional speakers for their effort which made the event as successful as it was!

### Exhibitor feedback

*“Every year Lets Go Maldives Pvt. Ltd. takes part in LUXURY Leisure. Apart from very good organization of the fair, by itself the event is an excellent opportunity for us to expose our services to the Russian market. Participating in Luxury Leisure gives us very positive results. We are targeting the certain segment of the market which is very important for us as we have a special focus on certain segments. We would like to say a special thanks to the organisers of the fair for their excellent work.*

*We wish all the best to the LUXURY Leisure and will see you again next year!”* (Tatiana Moskalenko, Lets Go Maldives, Maldives)

*“The show has been a great success for us and we have made some excellent contacts. The proof will be when the bookings come in, but the initial contacts seem promising. I thought the stand organisation was very good, making the booking was easy and the stand design was straight forward.”* (Tom Chambers, Hummingbird Travel, Great Britain)

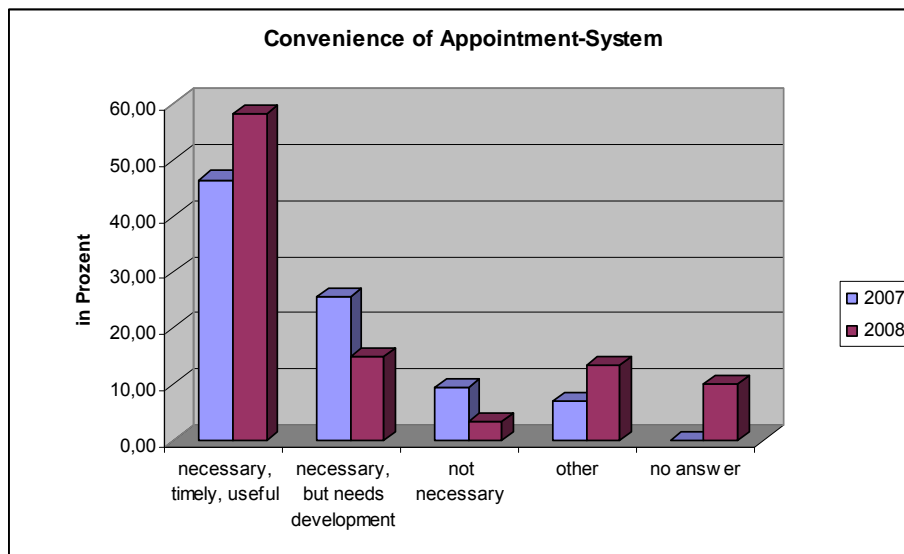
*“Moscow Luxury Leisure Show has been a wonderful promotional tool for Nomads of the Seas, with regards to opening the doors of Russia and its interesting Tour Operators and Travel Agencies, either focused on VIP or Luxury FIT and Corporate Tourism Services. The show is exceptionally well organized and nicely set; so is it's charming ambience and outstanding business opportunities. It's not by matter of chance that we've exhibited in it two years in a row!”* (Pablo E. Negri, Nomads of the Seas, Patagonia, Chile)

During the three days of the show, an independent survey was conducted. The results showed that 66.1 % of the respondents are very satisfied with the fact that the three trade fairs “Otdykh LEISURE”, “LUXURY Leisure” and “MIBEXPO Russia” are held together under the brand “MATIW – Moscow Autumn Travel Industry Week”. They think, it is a great chance to gain additional clients. 22.0 % stayed neutral and 8.5 % think that it is distracting and potential clients are detracted. Only one respondent answered that it would be better, if LUXURY Leisure would take place separately.

Furthermore, a great majority of exhibitors declared that the best month to hold a trade fair for exclusive travel is September and should last three days (76.3 %).

The survey gave attention to the online appointment system and found out that 21.7 % of the exhibitors knew about it and also used it. 20.0 % said that they heard about it but for them it is not necessary to use it.

The figure below shows that the number of persuaded exhibitors increased by 11.8 %. In 2008 58.3 % of the respondents think the appointment system is necessary, timely and useful. In comparison to the results of 2007, only 15.0 % said that the appointment system is necessary but needs development, which means a fall of 10.6 %.



### Visitor feedback

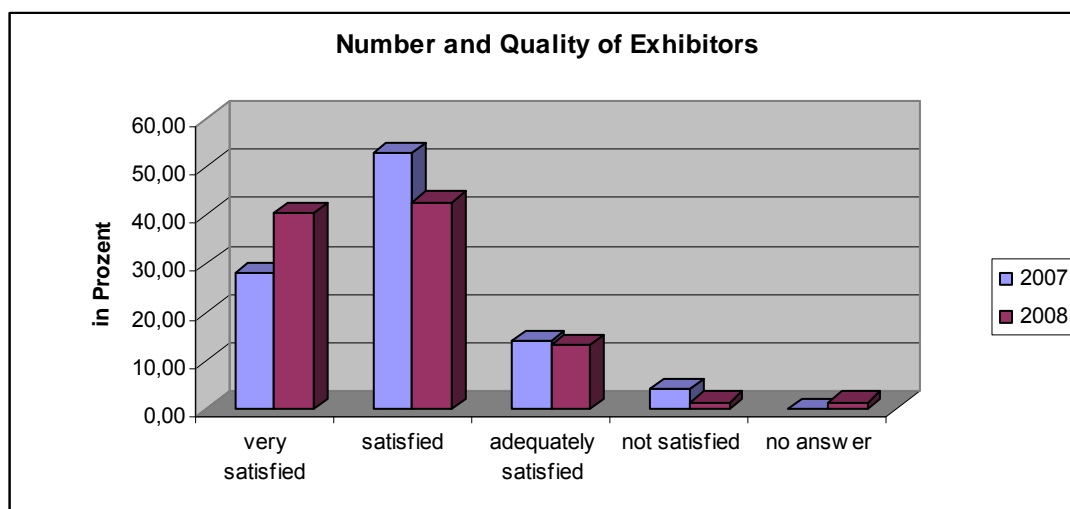
To find out how satisfied trade visitors were and how their opinion is about the show an independent survey among the trade visitors of LUXURY Leisure was implemented. The survey was conducted during the official opening hours at each day of the show. 264 trade visitors were interviewed. The majority of visitors (78 %) visited the trade fair due to professional interest. The origin of the respondents is segmented as follows:

- 51.5 % Moscow and surrounding area
- 34.5 % Regions of the Russian Federation
- 14.0 % foreign countries.

The result of the survey showed that 42.0 % of the trade visitors mentioned that they were very satisfied with the quality of the services that were offered by exhibitors of LUXURY Leisure 2008 and 44.3 % were satisfied. The adjustment of the trade fair was very satisfying for 51.5 % and 34.8 % declared they were satisfied.

The satisfaction of trade visitors regarding the result of visiting the trade fair is also quite high: 45.8 % were very satisfied, 38.6 % were satisfied and only 5.3 % of the visitors were adequately satisfied. They stated that not all the companies that they were expecting were represented at the show.

The figure below shows the satisfaction of the trade visitors with the number and quality of exhibitors at LUXURY Leisure 2008. It can be asserted that 83.3 % of the respondents declared they are very satisfied or satisfied. As shown in the figure it should be highlighted that 40.5 % of visitors were very satisfied in 2008 whereas in 2007 only 28.1 % indicated to be very satisfied.



Furthermore, another part of the survey accentuated the need for an international trade fair for exclusive travel in Russia. The result is that 78.8 % of the respondents think that it is necessary for specialists. 36.4 % indicated that there is a demand but for privat persons. Moreover, 15.2 % declared that the need for trade fairs for exclusive travel in Russia has recently started to emerge.

Concluding the survey the respondents were asked if they plan to visit LUXURY Leisure 2009 – 92.4 % are going to visit the next LUXURY show.

### Facts & Figures LUXURY Leisure 2008

Exhibition space	3,000 sqm
Exhibitors	137
Countries	32
Visitors	10,500



### SPA & Health Conference 2009

Date September 23, 2009

### LUXURY Leisure 2009

Date September 22 – 24, 2009

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

Contact EUROEXPO Exhibitions and Congress Development GmbH  
Am Hof 11  
1010 Vienna, Austria

Ms. Margit Hatzmann  
Tel.: +43 1 230 85 35 32  
Mobil: +43 660 30 20 105  
Fax: +43 1 230 85 35 50/51  
E-Mail: [luxury@euroexpo-vienna.com](mailto:luxury@euroexpo-vienna.com)  
[www.luxury-moscow.at](http://www.luxury-moscow.at)

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