

**EUROEXPO**

EXHIBITION SERVICE

**ЕВРОЭКСПО**

ВЫСТАВОЧНЫЙ СЕРВИС

**SPA &  
HEALTH**

## 4<sup>th</sup> International Trade Fair for Exclusive Travel LUXURY Leisure 2009

The International Trade Fair for Exclusive Travel and Luxury Services „**LUXURY Leisure Moscow**“ took place from 22 - 24 September 2009 at the International Exhibition Center Crocus Expo and was held within the biggest Autumn Tourism Event in Moscow: **MaTIw – Moscow Autumn Travel Industry Week**. **MaTIw** consists of **Otdykh LEISURE**, the International Meeting Industry and Business Travel Exhibition and Conference **MIBEXPO Russia** and **LUXURY Leisure**. During the three days of the exhibition, tourism experts had the possibility to get acquainted with unique International and Russian professionals.

The topic of this specialized exhibition has become extremely popular in the Russian Tourism Market which has experienced a steadily rising demand for exclusive tourism services in recent years. Individual tourism, spa and health programs, exclusive adventures, first class transportation services and many other luxurious services are requested more and more among Russian Tourists.

A new upcoming trend is Medical Tourism, which offers a great chance to agencies concentrating on this very specific sector of tourism.

**LUXURY Leisure** offers visitors the possibility to collect information about the market of exclusive tourism services and meet their future partners from all over the world. Professionals of the industry offering luxury accommodation, spa and wellness programs, exclusive transport services (e.g. limousines, jets, yachts, cruises, etc.), as well as golf service providers and organizers of adventure tours participated in the exhibition. Efficient meetings made it possible for Russian professionals to gain prospective business contacts and to open new possibilities for their business. The exhibitor's objectives were either to extend their business in Russia, to deepen their collaboration with Russian partners or to find new Russian partners which would enable the companies to enter the Russian market.

91 companies from 19 countries took part in the **LUXURY Leisure** exhibition. The exhibiting companies originated from countries such as Austria, Barbados, India, Italy, the Maldives, Mauritius, the Philippines, Russia, Seychelles and others.

Among the participants were companies such as AktivHotel Veronika (Austria), Alta Vista De Boracay (Philippines), African Sunset, Badian Island (Philippines), Beachcomber Hotels (Mauritius), Dos Palmas Island Resort & Spa (Philippines), El Nido Resorts (Philippines), Elegant Hotels Group (Barbados), Eskaya Beach Resort & Spa (Philippines), Grand Alps Limousine Service (Austria), Grand Tirolia Golf & Spa Resort Kitzbühel (Austria), Indian Holiday (India), Intour Maldives (Maldives), I.D. – Incoming & DMC (Austria), Lets Go Maldives (Maldives), Liveras Yachts (Monaco), Luxury India (India), Onirikos Srl (Italy), Power Travel Services (Austria), PRATA Tour Operator (Russia), Taj Hotels Resorts and Palaces, Travelite (India), Shangri-La's Boracay Resort & Spa (Philippines), S.I. Tours and Travel (Russia) and others.

Luxurious Hotels known around the world were represented at the Luxury Caribbean Collection booth of Pulse Management: Denis Private Island (Seychelles Islands), Anantara Resorts & Naladhu (Maldives Islands), Karisma Hotels (Riviera Maya), Hilton Polynesia, Casa Colonial and Tortuga Bay (Dominican Republic).

Atlantis Line – the main and priority Russian partner for cruise lines from all over the world, takes part at **LUXURY Leisure** annually and presents its latest cruising offers.

The Euroexpo team was proud to welcome the following national tourism boards and international associations as exhibitors at the LUXURY Leisure. Mauritions Tourism Promotion Authority and Philippines Department of tourism as well as the German Medical Wellness Association, the International Medical Wellness Association, the Russian Golf Association.

Furthermore, representatives from agencies specialised in Medical Tourism had the chance to meet experts from the University Medical Center Hamburg-Eppendorf. If trade visitors were interested in a fairly new approach – Holistic Spas – the Healing Hotels of the World (Germany) were their perfect meeting partner.

As the topic of SPA & Wellness is traditionally an important segment at LUXURY Leisure, well known companies designated to this sphere were represented at the exhibition, such as Vichy, Compagnie Fermiere de Vichy (France), GB Thermae Hotels at the Abano Terme thermal health resort (Venice, Italy).

Since the beginning of **LUXURY Leisure** a main focus has been the pre-arranged appointment system which is unique for trade fairs in Russia. It is an efficient instrument for exhibitors and visitors to optimise their time. In 2007, this appointment system was launched online and not only exhibitors but also trade visitors had the possibility to arrange meetings via the Internet.

The annual 5<sup>th</sup> International Conference for SPA & Health Tourism “**Spa & Health Moscow**” was held on 23<sup>rd</sup> September within the framework of **LUXURY Leisure**. This event is part of the outstanding parallel program and it constitutes an excellent platform for specialists to learn more about global trends in spa & wellness technologies and the medical tourism industry. It offers the possibility to communicate personally with experts from all over the world and to receive first-hand information about the opportunities of the worldwide health tourism market.

Renowned international and Russian speakers provided a very good insight into their business and discussed basic as well as current topics concerning health tourism, such as the effectiveness of new trends, holistic spas, sales techniques & approaches, networks and medical wellness. The international speakers were Elisabeth Ixmeier (The Healing Hotels of the World, Germany), Lutz Lungwitz and Stephan Ritter (German Medical Wellness Association, Germany), Vladimir Bugay (Ukrainian Spa Association, Ukraine) and Dmitry Smirnov (Danubius Hotels Group, Hungary).

*Concern for health is of paramount importance and is one of the fundamental trends of the 21st century. At the same time, ever more people strive to find an alternative route to health and begin to realize the relationship between the organism, the mind and the spirit.*

Partner of the **5th International SPA&Health Conference** was the

### **Hungarian National Tourism Office**

The venue of **LUXURY Leisure** is the International Exhibition Center Crocus Expo, which is a state-of-the-art exhibition center with free parking space for about 12,500 cars. Crocus Expo also offers the best possible technical opportunities and best services for exhibitors and visitors.

EUROEXPO, the organizer of **LUXURY Leisure** and the International Conference **Spa & Health Moscow** wants to thank all partners, speakers, exhibitors and visitors for their support and contribution to this event.

**meet your business @ LUXURY Leisure 2010 in Moscow!**

The 5<sup>th</sup> International Trade Fair for Exclusive Travel **LUXURY Leisure**  
is going to take place from **21 – 23 September 2010**  
at IEC Crocus Expo, Moscow.



**Moscow Autumn Travel Industry Week**  
**21 – 24 September 2010**

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