

EUROEXPO

EXHIBITION SERVICE

**ЕВРОЭКСПО**

ВЫСТАВОЧНЫЙ СЕРВИС

**SPA &
HEALTH**

5th International Trade Fair for Exclusive Travel LUXURY Leisure 2010

21 - 23 September 2010, International Exhibition Center "Crocus Expo", Moscow

The International Trade Fair for Exclusive Travel and Luxury Services was held successfully from 21 - 23 September 2010 at the IEC Crocus Expo. The show took place within the framework of **MaTlW – Moscow Autumn Travel Industry Week** – the leading tourism industry event in Russia and CIS. **MaTlW** consists of three exhibitions which are Otdykh LEISURE, MIBEXPO Russia and LUXURY Leisure and two specialized conferences, SPA & Health Conference - an international wellness and medical tourism conference, and MIBEXPO Russia Conference – a specialized international conference on meetings, incentives and events.

The topic of **LUXURY Leisure** 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, wellness and medical 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, medical tourism, 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.

Exhibitors taking part year by year realized the importance of cultivating their business relationship with Russian partners by continuous participation. One of them stated:

"LUXURY Leisure offers a unique opportunity to share your successes and strategy with foreign colleagues and to meet face to face regional agencies. The fair is an ideal area for meetings and fruitful negotiations. This year we were pleased to note that managers of Russian regional agencies were familiar with our properties and offer them to their clients, and we consider this as one of the positive feedbacks of our previous years of participation at LUXURY Leisure."

**Marina Voloshina, PR Manager
The Indian Hotels Company Limited**

85 companies from 22 countries were represented at **LUXURY Leisure 2010** exhibition. The exhibiting companies originated from countries such as Austria, Belgium, Costa Rica, Croatia, France, Germany, Great Britain, India, Israel, Italy, Jamaica, Maldives, Mauritius, Peru, Portugal, Russia, Seychelles, Singapore, Thailand, USA and Venezuela.

Among the participants were companies such as 100 Percent Maldives (Maldives), Beachcomber Hotels (Mauritius), cantata.at (Austria), Crown Tours (Maldives), Domiruth Travel Services (Peru), Grand Alps Limousine Service (Austria), Hawaii Tourism Association (Hawaii), I.D. – Incoming & DMC (Austria), Indian Holiday (India), Intour Maldives (Maldives), Jamaica Tourist Board (including Caribbean World Vacations, Half Moon, Heritage Resorts, Holiday Services, Sandals & Beaches Resorts, Superclubs), Lets Go Maldives (Maldives), LPTI (India), Luxe India (India), Mauritius Tourism Promotion Authority (Mauritius), Mautourco (Mauritius), Poovar Ayurveda Centre & Resorts (India), Power Travel Services (Austria), Royal Spa Hotel Kitzbühel (Austria), Russ-Tico Travel (Costa Rica), Sofitel Vienna Stephansdom (Austria), Steigenberger Hotel Herrenhof Vienna (Austria), The Leela Palaces Hotels & Resorts (India), Travelite (India), Vienna Tours (Austria) and others.



The Euroexpo team was proud to welcome the following national tourism boards as exhibitors at LUXURY Leisure: **Mauritius Tourism Promotion Authority** and for the first time **Jamaica Tourist Board**.

Furthermore, trade visitors from agencies specialised in Wellness and Medical Tourism had the chance to meet experts at the new implemented SPA area.

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 the University Medical Center Hamburg-Eppendorf, the German Medical Wellness Association, Medical Travel, Raffles Hospital and Como Hotels.



Since the beginning of **LUXURY Leisure** a main focus has been the pre-arranged appointment system. 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 Internet.

Exhibitors mentioned the professionalism of visitors as a result of inviting tailor-made and VP tour operators, luxury travel buyers as well as health and medical travel companies.

“The 2010 edition of the LUXURY Leisure fair was as usual very well organized and attendance was excellent. This was our fourth participation and it was very positive for us, even better than last year. Our booth had a steady flow of visitors and we have every reason to be optimistic.”

**Rajiv Dunneram, Commercial Executive
Mautourco Ltd.**

6th International Conference for Health Tourism, Medical Wellness and Spa

The annual International Conference was held on 22nd September within the framework of **LUXURY Leisure**. This event is part of the outstanding parallel program and it constitutes an experts platform to learn more about global trends in spa & wellness technologies and the medical tourism industry.

In 2010 the theme **“Health & Medical Tourism – open to everybody”** confirmed fully to this niche market, quality assurance, globalization and international cooperations.

Leading experts and practitioners from well-known foreign and Russian companies and industry associations took part in the conference. They provided a very good insight into their business

and discussed basic as well as current topics such as new tendencies in the Spa Industry, special needs for rehabilitation treatment in European resorts, travelling without barriers and medical services abroad (e.g. Germany and Hungary).

The moderator Ms Nadezhda Manshina, Deputy Director of the Nonprofit Partnership "Sankurtur" Sanatorium and Health Resort Association, welcomed speakers and delegates in her opening speech.

It was a pleasure to welcome the following international speakers:

- Dr. Peter Varga, Professional Supervisor of VargaDent Dental Clinic, DMD, DDS, Oral Surgeon, Hungary
- Stephan Ritter, Managing Partner of the Medical Wellness Management GmbH and CEO from The Leading Medical Wellness Hotels & Resorts GmbH, Germany
- Monika Linhartova, Director of CzechTourism office in Moscow
- Armand Muižnieks, Latvian Tourism Development Agency, MSc, MBA, The CIS countries Manager, Latvia
- Lutz Lungwitz, President from the International Medical Wellness Association (IMWA) and Chairman of the German Medical Wellness Association (DMWV), Germany
- Petra Wiedmann, PW Consulting International, Managing Director, Germany

Sponsor of the **6th International SPA & Health Conference** was



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.

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

Euroexpo invites professionals in the Spa, Health, Medical and Luxury Travel Industry to take part in the **6th LUXURY Leisure** and **7th SPA & Health Conference 2011!**

meet your business @ LUXURY Leisure 2011

**5th International Trade Fair for Exclusive Travel
at IEC Crocus Expo, Moscow**

21 – 23 September 2011

www.luxury-moscow.at



**Moscow Autumn Travel Industry Week
21 – 24 September 2011**

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