



18-21 | 03 | 2009

18-21 March 2009

Expocentr, Moscow, Russia

WILD CARD PROGRAMME – AN IMPORTANT LAUNCH PROSPECT FOR NEW DESTINATIONS

The MITT Wild Card Programme aims to help new or emerging destinations discover more about the Russian tourism industry and showcase their offerings to an audience of professional buyers by taking a **FREE** stand at MITT.

The destinations that receive one of our **THREE** wild card places will have the opportunity to gauge the potential market for their destination and gain vital contacts amongst some of the world's biggest travel suppliers. As the stand is **FREE**, the Wild Card Programme is the ideal way to enter the market in a high-profile way at no risk.

In 2008, MITT welcomed more than 3,000 exhibiting companies from 118 countries, representing national and regional tourist offices, major hotel groups, airlines, destination management companies, service providers, trade associations, etc. Over 92,000 visitors from Russia and abroad visited MITT 2008.

Russia has a vast population of 142 mln. The number of outbound trips made by Russian travellers is growing constantly. According to industry statistics, Russian outbound trips increased by 18% in 2007 to 34,285,465. Our exhibitors tell us that Russian travellers are open to a wide variety of destinations and are now discovering more exotic holiday destinations further from their home country.

What is the offer?

There are **THREE** Wild Card places to be awarded (2 international and 1 domestic). The successful applicants will receive:

- a complimentary stand of 12 square metres in the relevant pavilion
- a free page in the MITT official catalogue
- a logo on the MITT route planner
- a mention in the MITT Daily newspaper
- a mention in MITT press releases and the ITE Travel Exhibitions newsletter

Applications

- Entries for Wild Card places must be submitted before 18 November 2008
- Entries will be assessed by the organisers and industry professionals
- Any destination (country or region) can be considered, **providing it has never exhibited at MITT**
- Applicants should have support in writing from their respective government tourist/convention authority, and display a realistic potential in the tourism sector.
- Decisions will be announced by the end of November 2008.



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Wild Card Application Form

Please complete and submit the form below before **18 November 2008**.

If you require additional writing space, please attach an extra page, stating the relevant heading.

Name	
Title	
Company	
Destination	
Country	
Telephone	
Fax	
E-mail	
Signature	
Date	

NOTE: This application should be accompanied by examples of relevant brochures and documentation supporting your case (including a letter of support from your government tourist/convention authority). Please note that the Tourist Office should be involved in completing this form and, if possible, they should be prepared to send a representative to MITT.

Your destination:	
Your national tourism authority:	
What is your travel product? (Include reference to major hotels, meetings venues, exciting attractions, facilities, etc.) Please enclose any appropriate promotional literature that you may have.	
Why do you think your destination would appeal to travel buyers?	
What marketing do you presently undertake to promote your destination?	
What marketing would you undertake after attending MITT?	
Have you exhibited at any general tourism and travel fairs - if so where?	

Please send your entry to:

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