



TOURISM. LEISURE. HOTELS

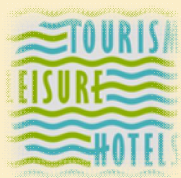
XXIst International Specialized Exhibition of
Tourism, Leisure and Hotels



April 7-10, 2016

Post-event report





TOURISM. LEISURE. HOTELS 2016

Organizer:

IEC Moldexpo SA

Co-organizer:

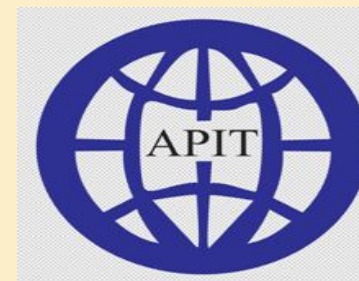
Tourism Agency of the Republic of Moldova

Partners:

National Association of Travel Agencies of Moldova

National Association of Rural, Ecological and Cultural Tourism of Moldova

Employers Association of Tourism Industry of the Republic of Moldova





The exhibition
in figures

TOURISM. LEISURE. HOTELS 2016

Exhibition area **1238 m²**

Exhibitors **143**

Visitors **6000**

Participating countries **8**



Bulgaria, Hungary, Republic of Moldova,
Romania, Slovakia, Turkey, Ukraine,
Vietnam

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Fields of activity:

- Tour operators - 45,0%
- Hotels - 16,7%
- Agrotourism - 7,6%
- National Tourism Authorities - 6,4%
- Tourism Associations - 4,5%
- Resorts - 4,5%
- Air companies - 2,4%
- Insurance companies - 2,4%
- Craftsmen - 7,7%
- Other - 2,8%



“We are participating for the the first time in the exhibition Tourism. Leisure. Hotels. At the exhibition we have established over 100 contacts and concluded a collaboration agreement with the Swiss-Moldovan association for the accommodation of up to 150 people in May.”



Daniela Luca, Sales Director, Hotel “Codru”

TOURISM. LEISURE. HOTELS 2016

Main objectives for participating in the exhibition



“We are participating in Tourism. Leisure. Hotels for 7 years already. The exhibition represents the ideal place for promoting your company and finding new clients.”



Nelea Bilaş, Director, “Neleatur” company

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Effectiveness of participation



86,9% of exhibitors noted the high effectiveness of their participation



52,4% confirm their participation at the next exhibition

“As an exhibitor, I would like to mention the high level of organization of this year's edition, especially the media coverage and the pre-event activity. I had many visitors who bought travel packages directly at the stand. The organizers are GREAT! Keep it up!”



Ruslan Ungureanu, Director of the tourist agency “Sindbad”



TOURISM. LEISURE. HOTELS 2016

- **Hot Travel Market** – fair of hot promotions from tour agencies.
- **Hotel Zone** – presentation of special offers from the best city hotels.
- **Project My Village** – presentation of the touristic potential of Moldova regions (wine and food tastings, concerts of folk music and dance, craft works).





NEW

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CBC on Expo (Creating Business Contacts)

program for establishing business contacts at the exhibition

Tools of the program:

Catalog of new products



distributed to visitors
and sent by e-mail

Program Professional Visitor



over 135 business-meetings were
organized

Business Networking Event



with the participations of decision-
makers of tour and travel agencies

“The Professional Visitor program gave us the opportunity to sign contracts with new partners from abroad (among them Travel Events). I was very impressed by your service to bring visitors to our stand, because sometimes visitors are shy, they do not dare approach the stand and ask questions”.



Natalia Fiodorova, Director Trapeza Tour

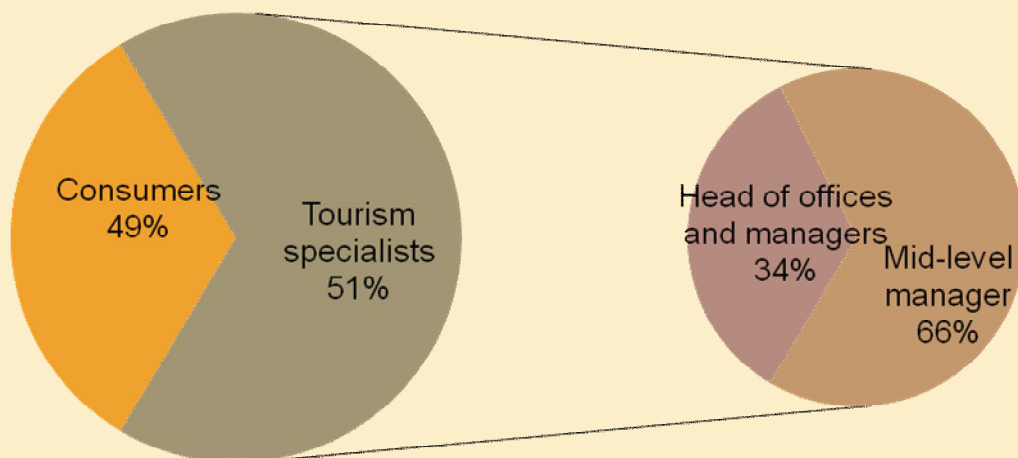
“The Business Networking Event has been a pleasant surprise. This is a unique opportunity to establish business relations with new partners in a very short period of time.”



Diana Ghinda “Ghid Tur”

TOURISM. LEISURE. HOTELS 2016

Classification of visitors by job position



"I would like to congratulate the organizers of the exhibition for such an informative event. It is very useful and convenient to find all your business partners under the same roof."



Ahmed Muhammad Nawaz, administrator I.C.S. Tradism S.R.L.



TOURISM, LEISURE, HOTELS 2016

Classification of visitors by interests:

- Tour operators and travel agencies - 57,00%
- International tourism organizations - 55,85%
- Internal tourism - 31,00%
- Transport services - 20,00%
- Connected services (insurance, plane tickets) - 18,82%
- Other - 6,80%



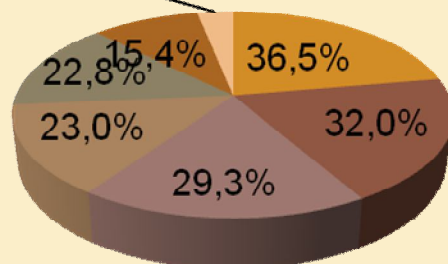
"I am very satisfied that the exhibition is held at the exactly right time, before summer vacations. Here I found all the information I needed - hotel offers, plane tickets, insurance, excursions."



Elena Baidiuc

TOURISM. LEISURE. HOTELS 2016


5,2% Reasons for visiting



- Looking for new businesses and tourism services
- Getting familiar with offers and services in the market
- Assessing the market
- Comparing the offers of various companies
- Taking part in the business program
- Business meetings with partners
- Others

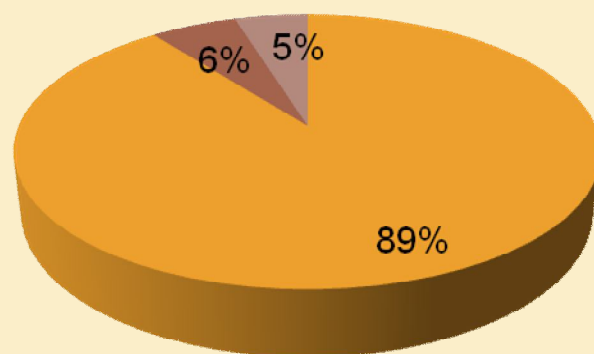


“Thanks to the exhibition we signed several contracts with local travel agencies on domestic tours and we benefited from a significant reduction by signing hotel accommodation contracts. “

 a Sandgren, President of the Moldovan-Swiss association “friends of the Republic of Moldova”

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Visitors' geography



■ Chişinău

- 89%

■ Districts

(Bălţi, Bender, Cahul, Călăraşi, Căuşeni, Criuleni, Drochia, Edineţ, Floreşti, Hînceşti, Ialoveni, Orhei, Rezina, Rîşcani, Soroca, Străşeni, Teleneşti, Tiraspol, Ungheni, UTA Găgăuzia,)

■ From abroad

(Azerbaijan, Belarus, Bulgaria, Cyprus, France, Greece, Hungary, India, Iraq, Italy, Montenegro, Pakistan, Romania, Russia, Slovakia, Spain, Switzerland, Turkey, Ukraine, USA)



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**Welcome to
Tourism. Leisure. Hotels
April 6 – 9, 2017!**