



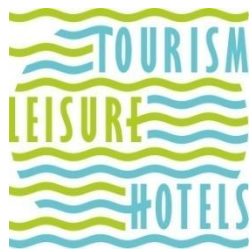
20th International specialized
exhibition of tourism, leisure and
hotels

April 2 – 5, 2015

Post exhibition report

Approved by: A. Andronic _____

Approved by: E. Berlinscaia, L. Busuioc _____



Tourism. Leisure. Hotels 2015

Organizer:

IEC "MOLDEXPO" JSC

Co-organizer:

Tourism Agency of the Republic of Moldova

Partners:

National Association of Tour Agencies of Moldova (ANAT)

ANTREC- Moldova - National Association of Rural, Ecologic and Cultural Tourism of Moldova

Federation for the Promotion of Tourism in Moldova

Guest country of the exhibition:

Hungary



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Totals of the exhibition Tourism.Leisure.Hotels 2015:



The exhibition showed a strong position of market professionals, aimed at the development of tourism (both inbound and outbound), promotion of new ideas and technologies and of their own travel products.

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Business and special events:

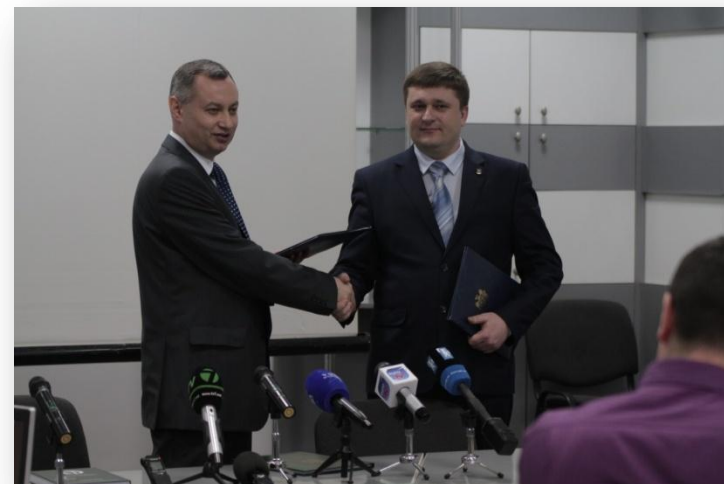
«HOT TRAVEL MARKET»
– fair of travel vouchers with discount

In the program:

Press conference:

- Presentation of tourist literature *Giruet*
- 10 seminars:
 - Legal framework for developing tourist destinations
 - Hungary - the country of thermal sources
 - Novelties of the season spring-summer
 - Organizing all types of tourism in Israel

- Montenegro - pearl of the Adriatic
- Bulgaria – novelties of summer season - 2015: a charter bus program and specifics of on- line booking.
- Greece LOW COST: Transport and vouchers
- New destinations and ideas for vacations with Perfect Tour
- New ways and alternative solutions in tourism
- Innovations in tourism
- Lotteries and raffles - travel vouchers as prizes



630 specialists took part in the events of the business program

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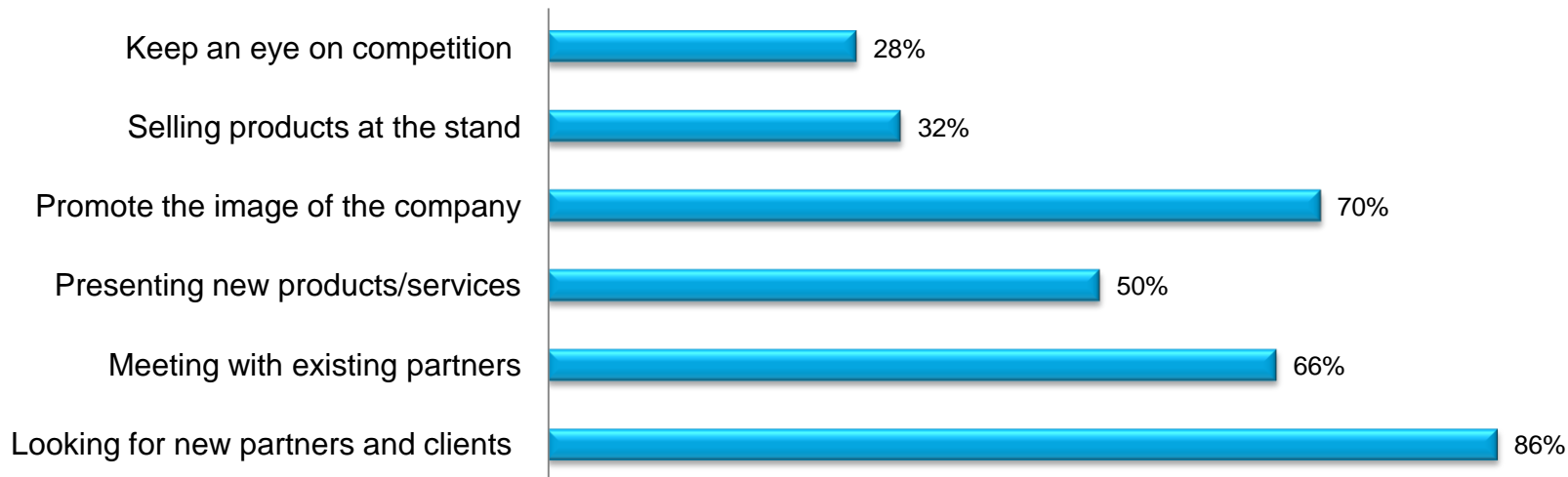
Structure of exhibitors:



Tour operators/Travel agencies	68,52%
Boarding houses	7,40%
National tourism agencies	4,63%
Rural tourism	3,70%
Transporters	3,06%
Air companies	2,78%
Insurance companies	2,78%
Resorts	2,78%
Museums	1,85%
Other	2,50%

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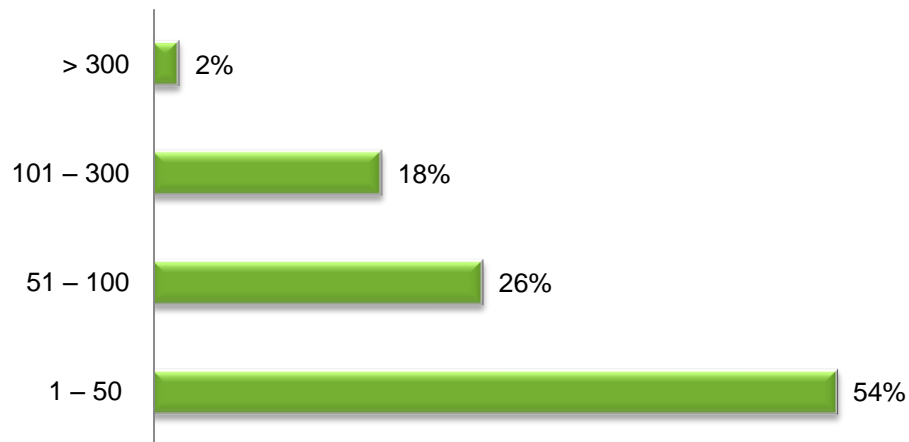
Exhibitors Key Objectives



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Effectiveness of Participation

Number of contacts made at the exhibition:



88% of participants fulfilled the purpose of participation at the exhibition
82% of exhibitors are satisfied with the number and quality of visitors at the exhibition
86% of participants are satisfied with this year exhibition



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Exhibitors' opinions

«We are participating in the exhibition since its inception - for the 20th time this year! For us the exhibition is a symbolic opening of the new season. We bring here our subagents, conclude agreements for the new season, hold seminars and presentations. Here we announce special offers and new destinations. We also attract hoteliers to take part in the exhibition. This year, on our stand are working the representatives of 10 new hotel complexes of most prestigious resorts in Turkey».

Olga Simova, head manager, HOLIDAY SERVICE

«At the exhibition we are widely celebrating our 20th anniversary! We organized a drawing of travel vouchers. At the exhibition, we have prepared extraordinary offers for visitors, because at the exhibition they become our customers. This is where we announce new proposals, new programs, new charters. We have concluded a number of important contracts and agency agreements».

Victoria Josan, commercial director, VOIAJ INTERNATIONAL

«For us personal contacts with our agents are very important. The exhibition gave us even better results - we found new partners, signed contracts. We would like to emphasize the level of the exhibition and our annual participation confirms it».

Iulia Nicolaeva, representative for tourism, SUMMER HOME SERVICE (Bulgaria)

«The exhibition impressed us. Here we met with Moldovan tourists, very demanding and well informed - we are pleased that our offer interested them. The exhibition met all our expectations - we signed booking contracts at the stand. In addition, we had a very fruitful work with agencies from Chisinau and Balti. After the exhibition, we expect an increase in the flow of Moldovan tourists by 40%».

Melinda Siklody Ildiko, commercial director, BALNEOCLIMATERICA (Romania)

«This year at the exhibition we celebrated 20 years of our company, 20 years of success! At the exhibition we will announce new programs for the Summer 2015 - we opened a new bus service for Greece, increased the number of flights to the island of Crete. For the exhibition, we have prepared special offers at a special price. We have concluded a number of agency agreements. It is very important that the exhibition was attended by representatives of travel agencies from all regions of Moldova».

Natalia Turcan, commercial director, MOUZEDINIS TRAVEL

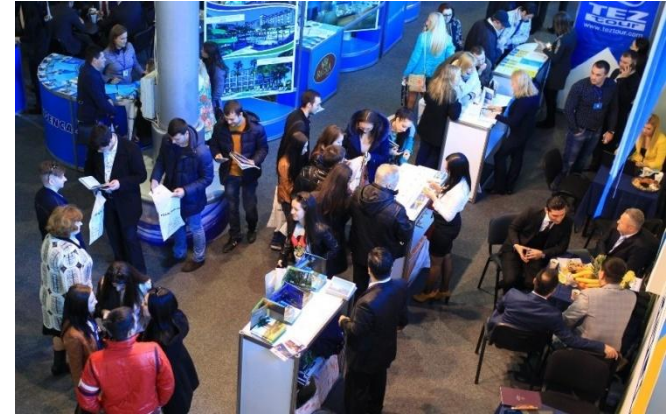


Visitors

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Visitors daily flow

- 22.56 % – April 2 – 1024 persons
- 21.45 % – April 3 – 974 persons
- 24.84 % – April 4 – 1128 persons
- 31.15 % – April 5 – 1414 persons



Visiting frequency

- 64.6% – loyal visitors
- 35.4% – first-time visitors



The exhibition is a unique platform which enables direct contacts between exhibitors, professional visitors and end consumers.

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Geography of visitors

74.8% – Chişinău

20.14% – Districts (Anenii Noi, Bălţi, Bender, Cahul, Cantemir, Călăraşi, Cauşeni, Criuleni, Donduşeni, Edineţ, Floreşti, Glodeni, Hînceşti, Ialoveni, Leova, Ocnîţa, Orhei, Rezina, Rîşcani, UTA Găgăuzia, Sîngerei, Soroca, Străşeni, Ştefan Vodă, Teleneşti, Tiraspol, Ungheni)

5.06 % – From abroad

(Austria, Bulgaria, France, Georgia, Greece, Hungary, Italy, Montenegro, Romania, Slovakia, Turkey, Ukraine, United Kingdom, USA)



During 4 days, the exhibition was visited by 4 540 people from: Chisinau, 27 districts of Moldova and 14 foreign countries.



Visitors

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Visitors' interests

- 70.2% – International travel organizations
- 77.4% – Tour operators and travel agencies
- 51.4% – Accommodation
- 39.8% – Insurance
- 54.8% – Plane tickets
- 49.6% – Transport services
- 45.2% – Attractions
- 2.0% – Other



Visitor

* Date based on the survey of a sample of 500 professional visitors

“... We signed contracts with local operators. We have established contacts with foreign markets, especially in Hungary. We also attended seminars with interesting topics.”

Burlea Daria. Manager “Top Tur”, Chişinău

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Job position

70% of visitors are specialists in the field, among them:

50.4% – Top managers/ owners

24.2% – Heads of departments

25.4% – Managers/ specialists



Visitor

“A beautiful exhibition with an useful program for those who aim to promote national tourism. The participation of colleagues from abroad is very important: we exchange experiences, opinions, suggestions. At the exhibition, I had a different perspective of destinations such as Romania, Bulgaria, Hungary.”

Jana Gribincea. Owner “Majami Hotel”, Chişinău

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Field of activity

- 79.80% – Tourism
- 10.30% – Accommodation services
- 5.20% – Insurance
- 3.30% – Transport services
- 1.4% – Local public authorities

*Date based on the survey of a sample of 500 professional visitors



90,1% of visitors are working in the field of tourism and accommodation services

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Reason for visiting

- 55.4% – Looking for new travel offers and services
- 48.4% – Assessing the professional market
- 21.4% – Compare the offers of different companies
- 15.8% – Meeting business partners
- 11.8% – Keep an eye on competition
- 4.4% – take part in the business program

*Date based on the survey of a sample of 500 professional visitors



Visitor

“... We established contacts with a number of operators and we are going to negotiate good contracts with them.”

Ghenadie Friptuleac. Manager “INCOM SRL”, Chişinău

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Professional Visitor Program

At the exhibition was launched a new service, specialized in business meetings, designed for visitors who are involved in tourism - **Professional Visitor Program**.

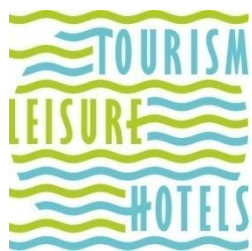
The program enrolled 28 companies and 45 business meetings were arranged.



Visitor

“... The Professional Visitor Program brought me good results at the exhibition. We signed contracts with local tour operators, and we are negotiating with foreign operators who had great deals this year ...”

Cristina Solomca. Director “Infotur-Soco”



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Contacts

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Welcome to Tourism. Leisure. Hotels, 7-10 aprilie 2016