



ONLINE TRAVEL MART: SUMMER-18

Main online fair about international summer
travel destinations

Online Fair report

5–26 February 2018

otm.profi.travel

ONLINE TRAVEL MART: SUMMER-18



67 fair participants from more than 20 countries, including Portugal, Tunisia, Israel, Italy, Austria, Belarus, Great Britain, Turkey, Greece, Catalonia, etc, as well as national tourist offices, DMCs, tour operators, hoteliers, air carriers and booking systems have become the fair exponents and presented their tourism products, services and travel capabilities at OTM booths. Days of Turkey, Greece and Catalonia were dedicated to the most favourite and most visited countries for Russians. Fair attendees, the travel professionals, have learned about countries' novelties of 2018 summer season, accommodation options, air carriers offers and latest tour operators products available for tourists this year.

Organizer



Online fair partner



Supported by



**5 – 26 February 2018
OTM.PROFI.TRAVEL**



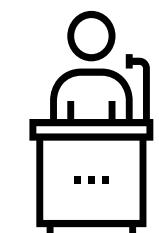
3 309

travel professionals

OTM: Digital Days 18

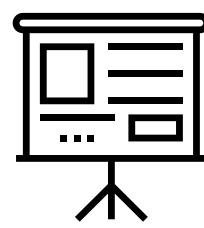
OTM:DD

On the opening day of OTM: Summer 2018, the 5th February, OTM: Digital Days 2018 online conference that has no equals in Russia was held for the first time in fair history and dedicated to online tourism product promotion. Digital marketing, SMM, advertising and PR specialists working in tourism spoke of online brand positioning capabilities, analytics, measures of effectiveness, tools and channels to attract new customers, loyalty systems, maintenance of brand awareness and audience's interest in travel companies. Simultaneous interpretation into English was used throughout the conference events.



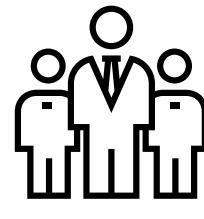
Speakers

29 digital marketing specialists, representatives of national tourist offices and tour operators



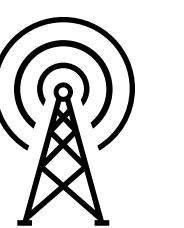
Presentations

24 presentations with real-world case studies and digital marketing tools for tourism



Аудитория

Over **200** guests in conference hall
1 024 registered attendees online



Live streaming

863 unique viewers



1 454 views



Languages

Live streaming with simultaneous interpreting to English

Geography

23 countries



ONLINE TRAVEL MART: SUMMER-18

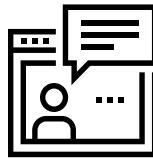


Online fair results



Exponents

67 participant companies



Presentations

87 online presentations



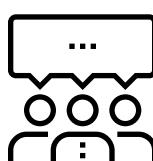
Visitors

3 309 overall registered attendees



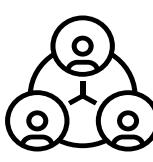
Destinations

31 summer holiday destinations



Activity

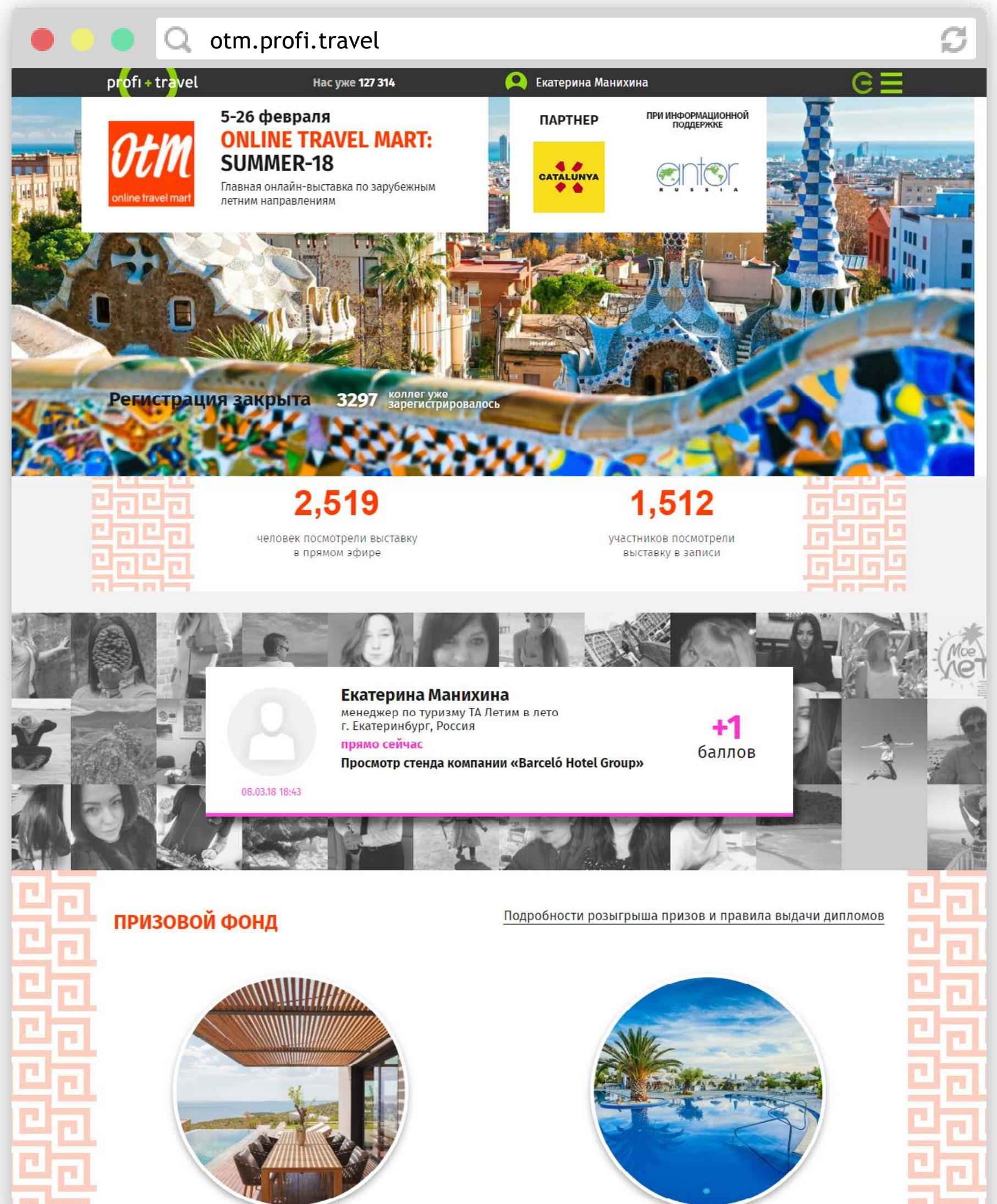
up to **1 570** unique visitors per day



Social media

Additional promo of the live streaming:

audience reach is from **700** to **1 943**
vk.com and facebook.com users



ONLINE TRAVEL MART: SUMMER-18



Exhibitors structure:

- 29** accommodation options
- 15** tour operators
- 6** airlines
- 5** national tourist offices
- 5** DMC
- 3** booking systems
- 3** cruise tour operator
- 1** amusement park

Most successful participants:



Most colorful booth



Most popular booth



Most informative booth



Best presentation at OTM: Summer 2018



Most vivid presentation



Most welcoming participant



Most applied presentation



Most sincere presentation



Most inspiring presentation



Most well-loved expert

Efficiency of exponents participation

Averagely, every exponent has:

from 650 to 1 317
business contacts of online presentations registered attendees

from 250 to 824
presentation views
(online and archived)

from 1 600 to 4 509
online booth views

from 107 to 261
catalogue downloads

ONLINE TRAVEL MART: SUMMER-18



Program



OTM: Digital Days – first 2 days of online fair were dedicated to high technologies in tourism.

On February 5, the online fair opening ceremony and the first digital marketing conference for travel industry were held.

On February 6, presentations of online booking systems and services took place.



Day of Catalonia

The day of online fair partner, Catalonia, consisted of 11 short presentations to help attendees to see the full picture of destination tourism product: hotels, amusement parks, music festivals, gastronomy, shopping, sport and VIP leisure options, travel capabilities of Barcelona, Costa Brava, Lloret de Mar, Costa Dorada regions, etc.



Days of Greece

2 Greece tourism product thematic days have put together online presentations of Ambotis tour operator, who introduced summer tours to Halkidiki, Corfu, Crete, Rhodos and Peloponnese, and over 10 hotels, hotel chains and resorts.



Days of Turkey

Tourism product of the most popular foreign destination for Russian tourists was presented with seasonal novelties and special offers by 10 hotels and hotel chains and Tangiers Travel inbound tour operator which presented Aegean sea luxe tours.

What do exponents say about participation in the fair?



MARIKA KASITERIDI

representative of
Out of the Blue Capsis Elite Resort 5*

Thank you, Profi.Travel. It is a truly innovative company that gives us an opportunity to communicate with professional audience.



DALIDA VARDA

Sales Manager
Domes of Elounda

I would like to thank you very much too for the webinar! It is always a pleasure to work with profi.travel))



KATERINA KUZNETSOVA

representative of **Atmosphere Hotels & Resorts** in Russia and CIS

Thank you so much, Profi.Travel team, at your best as always. Webinar was so successful that we received hotel requests at once.



DARINA LEOSKO

representative of
Atrium Hotels in Russia

We were impressed when almost a half of online presentation listeners have decided to take part in the final quiz. As a result, we received a lot of replies to our email, about 80% of answers were correct and it was quite hard to choose the winner. We are grateful to all participants who gave us not bare facts but creative answers.



ALEXANDER SUSCHENKO

Head of **GudauriTours**
Inbound tour operator in Georgia

Thank you so much for a chance to share the information with our colleagues. As always, Profi.Travel team are true professionals. Thank you! See you next time)))

MARIA BARANOVA

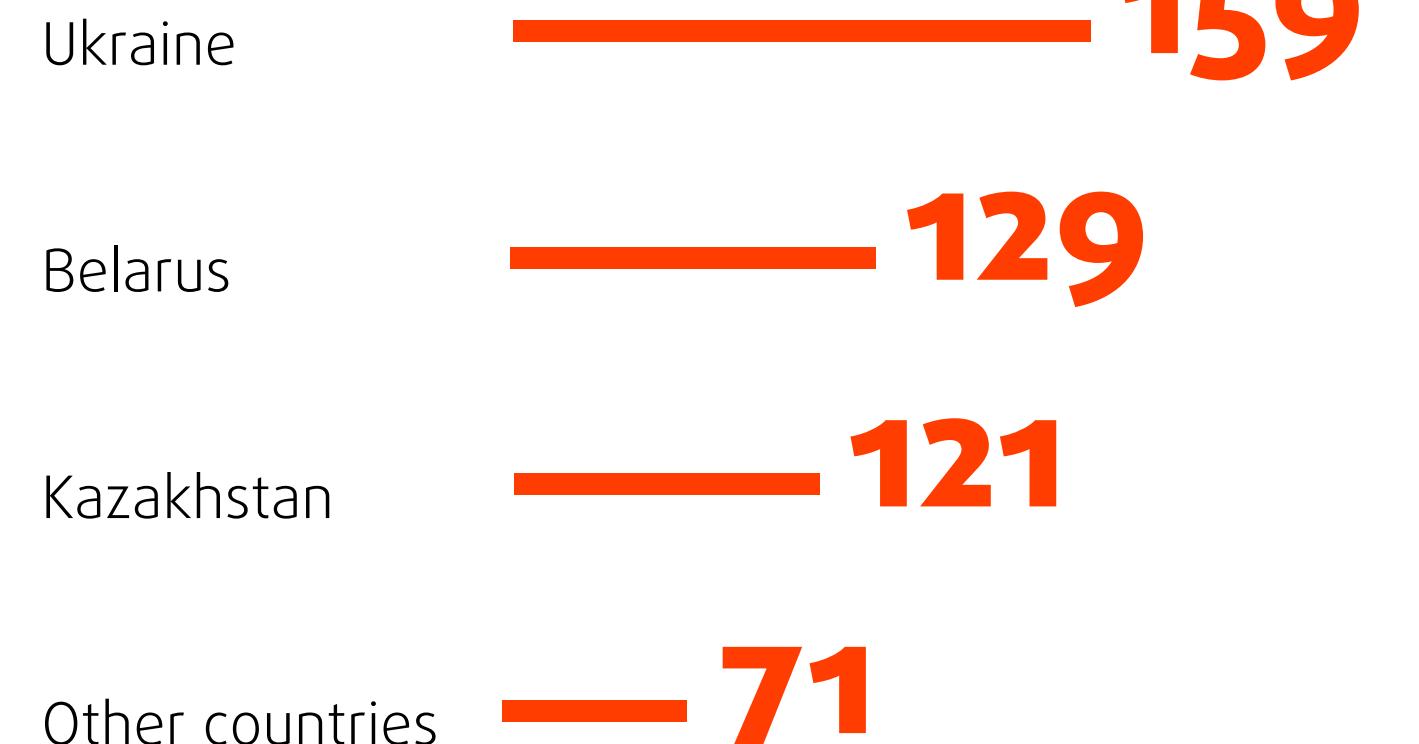
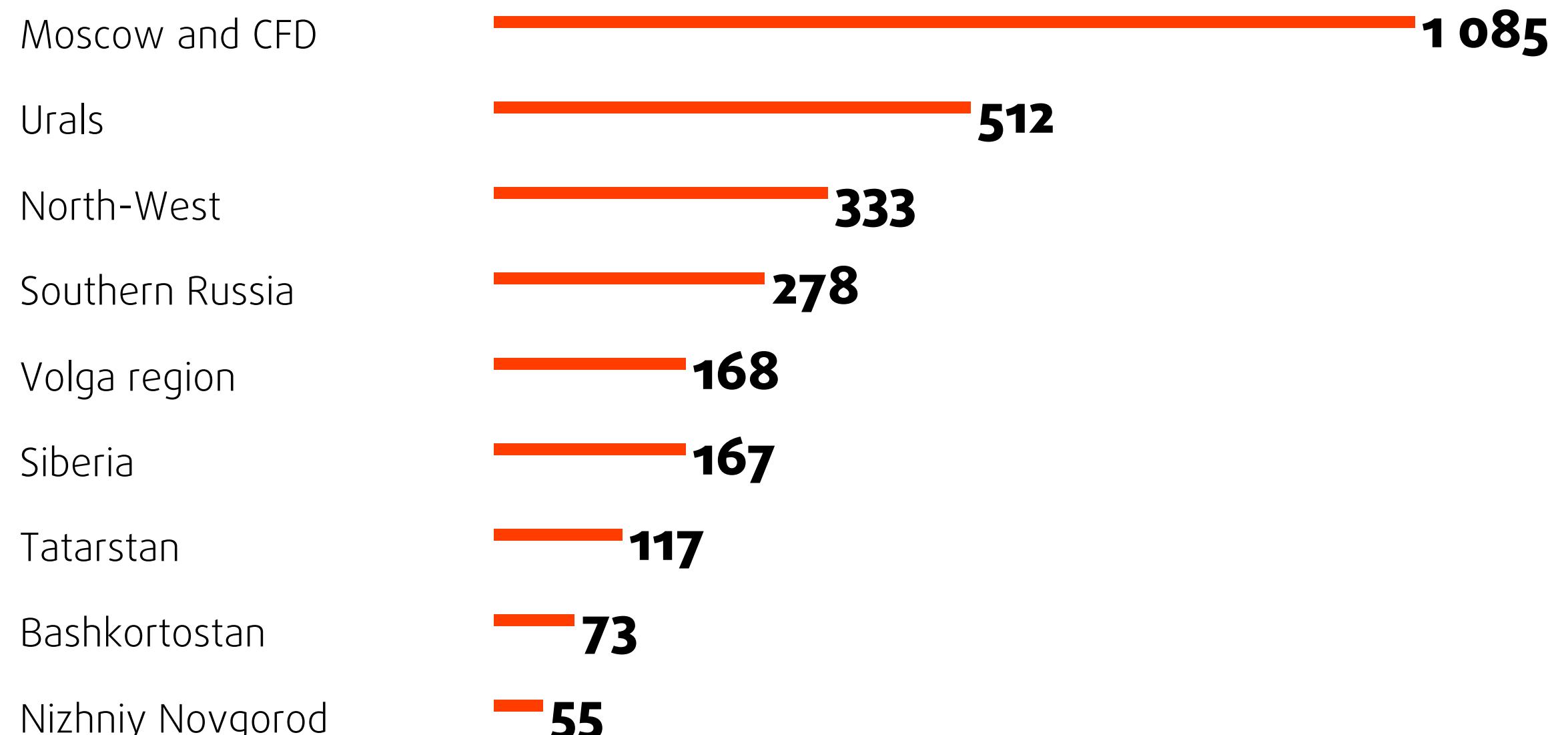
Deputy director
Visit Russia Spain

On behalf of Iberrusia, I'd like to thank all Profi travel team for executed work. Thank you for your professionalism, patience and understanding. It was a pleasure to work with you. We are at Iberrusia and Visit Russia Spain looking forward for our future cooperation.

Visitors

Geography

Russia



Travel professionals from

17 countries and **235** cities
have become the registered attendees of the **OTM: Summer 18**

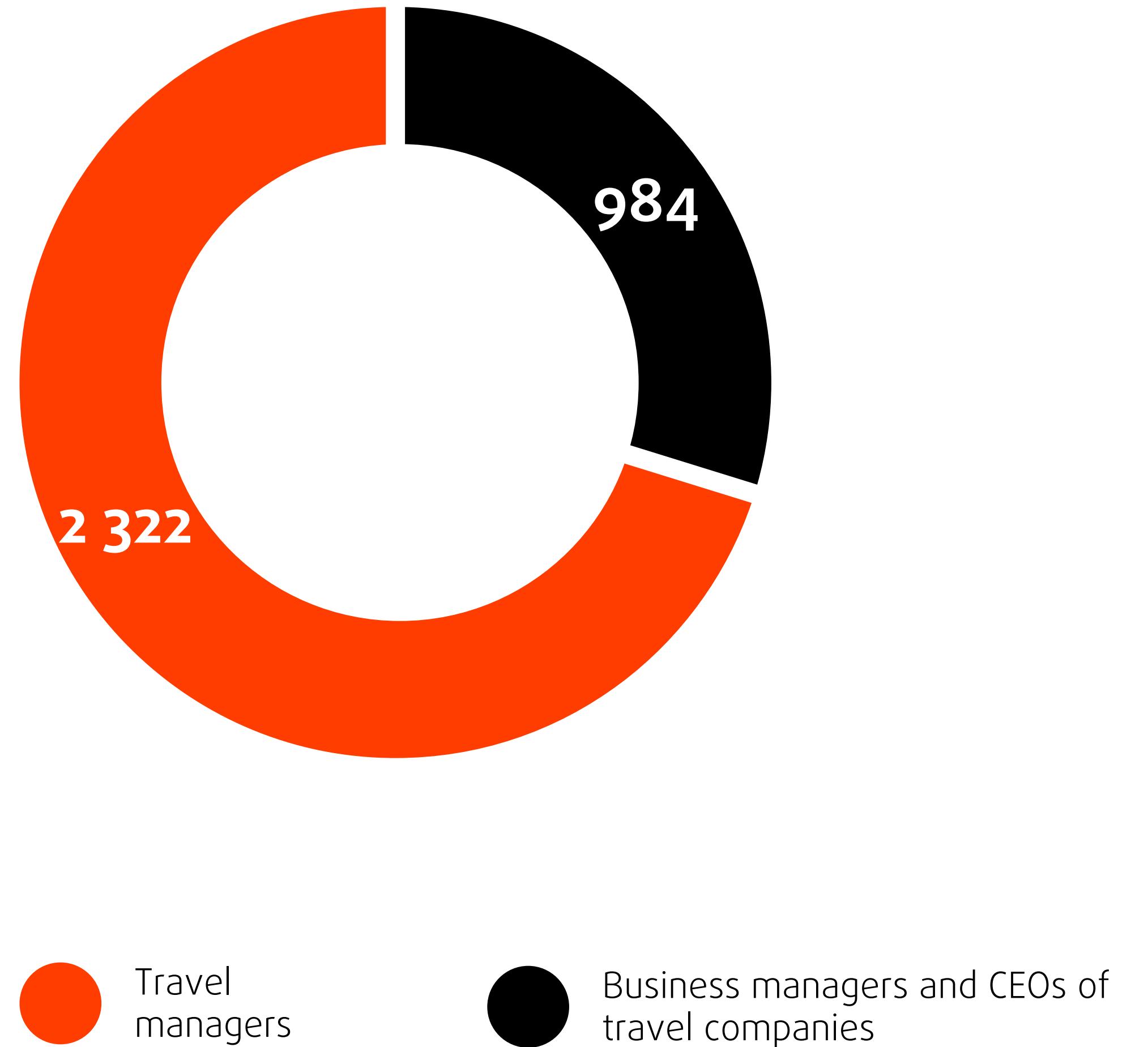


Visitors

30 %

visitors of

OT M: Summer 2018 online fair are
chiefs and business managers of
travel companies



Profi.Travel Loyalty Rating

During the final live streaming, Loyalty rating leaders were defined basing on results of the whole summer destinations online fair, and the winners were chosen with help of random number generator.



A WEEK AT LUXURIOUS HOTEL ON THE AEGEAN COAST FOR TWO at Six Senses Kaplankaya, Milas

Elena Gnizdyukh,
Tati Tour travel agency, Orel



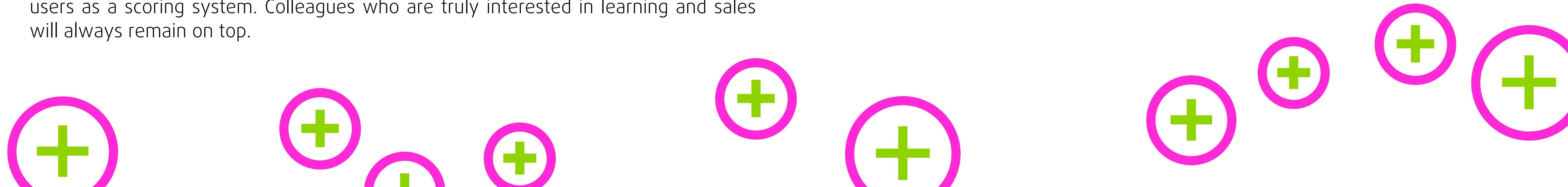
A JOURNEY WITH A FLIGHT TO GREECE FOR TWO, ON 13-20 MAY with a stay at Xenios Anastasia Resort 5*with Ambotis Holidays tour operator

Elena Burtovaya,
WestLine agency, Moscow

Profi.Travel Loyalty – is a system tracking the activity of the registered Profi.Travel users as a scoring system. Colleagues who are truly interested in learning and sales will always remain on top.

What actions are scored in the rating?

- Registering at Profi.Travel online event – **5 points**
- Booking the product of Profi.Travel Loyalty partner – **100 points**
- Quiz or testing completion – **20 points**
- Viewing the webinar online – **10 points**
- Viewing the archived webinar – **5 points**
- Downloading the company catalogue – **3 points**
- Visiting the exponent online booth once per day – **1 point**



Schedule your participation at Profi.Travel online fairs



**23 April –
29 April**



Online Travel Mart: Грузия и СНГ

Countries of the near abroad

**16 July –
22 July**



Online Travel Mart: Indian Ocean Islands

Indian Ocean: from Africa to Australia

**6 August –
19 August**



Online Travel Mart: Arabian Countries

Arabian countries

**3 September –
16 September**



Online Travel Mart: Winter 18/19

Winter foreing destinations

**8 October –
21 October**



Russian Online Fair: Winter 18/19

All regions and resorts of Russia

**19 November –
25 November**



Online Travel Mart: America & Caribbean Islands

Caribbean Islands and Latin and North America



**Thank you for taking
part in the online fair!**

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Email: welcome@profi.travel

Find out more about cooperation:
marketing.profi.travel

