

Otdykh LEISURE and My Planet Travel Awards Announce Partnership



9 March, 2011 - Otdykh LEISURE, Russia's most important autumn tourism event, and the My Planet Travel Awards (www.myplanetawards.com) have agreed to join forces as partners, thereby cementing the third week of September as the vital date for everyone with an interest in Russia's rapidly developing tourism sector.

Otdykh LEISURE (<http://www.tourismexpo.ru/en/>) is organised by Euroexpo and is part of the Moscow Autumn Travel Industry Week MaTIw — the leading industry exhibition in Russia and a must-attend event for international tourism professionals.

"I am delighted that we are working closely with Otdykh LEISURE, Russia's leading autumn travel trade show", said Sergei Kolushev, Managing Director, Eventica Communications, organisers of the My Planet Travel Awards. "Teaming up with Otdykh is a natural fit for The My Planet Travel Awards as we celebrate the most popular destinations, resorts and services in the eyes of Russian tourists."

Through the partnership, participants and exhibitors at Otdykh LEISURE will benefit from special promotional opportunities at The My Planet Travel Awards. Otdykh LEISURE will be promoted as partner of the My Planet Travel Awards through the nomination and public voting campaigns, on Moya Planeta TV and at the award's ceremony and gala dinner.

Reinhard Glanzner, CEO, Euroexpo, said "We know from our long-standing clients — the largest tour operators, national and regional tourism offices and companies from all over the world — that there is a great appetite to know more about the tastes of Russian tourists. We welcome The My Planet Travel Awards as valuable addition to Moscow Autumn Travel Industry Week, providing a snapshot of the growth of this dynamic market."

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