



ITM- MONGOLIA 2024

INTERNATIONAL TOURISM EXHIBITION 2024 GUIDELINES

At the Misheel Expo Exhibition Hall

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Ulaanbaatar 2024

ABOUT THE EXHIBITION ORGANIZER

The Mongolian Tourism Association (MTA) was established in 1992, initiated by professionals in Mongolia's tourism sector and the first private tourism companies.

MTA is a non-profit organization with the primary goal of protecting the interests of its members and developing the tourism sector in Mongolia. It successfully carries out certain functions of the sector's governing body through agreements and has been a stable entity, making it the largest and most professional association in Mongolia's tourism industry.



exhibition held in Mongolia.

The ITM has a history that began in 1999, initiated by member organizations of the Mongolian Tourism Association (MTA). It brings together business operators from the tourism and hospitality sectors of all 21 provinces of Mongolia, 9 districts of Ulaanbaatar, and neighboring countries, fostering connections among tourism entrepreneurs. This exhibition provides various business opportunities, including finding new business partners, negotiating contracts, and promoting and selling products. It is the largest industry

We align the "ITM Mongolia" exhibition with the global tourism trends of the year, defining its theme accordingly. This is done to raise awareness of the role of tourism in economic development and its social and cultural impacts, celebrated annually. Additionally, we emphasize the importance of creating a sustainable tourism sector for future generations. The exhibition adheres to this goal by supporting the activities of business operators, promoting modern development policies, and contributing to the growth of the tourism industry, ultimately expanding collaboration and reaping its benefits.

This year's "ITM Mongolia 2024" exhibition will be held under the theme **"NATIONAL CULTURE, TOURISM, AND TECHNOLOGICAL DEVELOPMENT."**

THE SCOPE OF THE ITM

- Non-Governmental Organizations
- Professional Associations
- Tour Operators
- Travel Agencies
- Hotels
- Resorts and Tourist Camps
- Air Transport, Railways, and Road Transport
- Restaurants and Cafés
- Protected Areas
- Museums, Cultural Centers, and Exhibition Venues
- Retail and Services
- Wellness and Spa Resorts
- Travel Accessories, Manufacturers, and Distributors
- Universities and Training Centers
- Campsites, Lodges, and Hostels
- Handicrafts and Souvenirs
- Sports Clubs and Recreational Centers
- Others

OPPORTUNITIES

The aim is to enhance the opportunities for business operators in the tourism sector, improve the quality of operations, foster fair competition, and expand partnership communications with similar organizations, both domestic and international, while learning from each other with mutual respect.



BUSINESS MEETINGS

Participants will have the opportunity to establish contracts and agreements with major enterprises in Mongolia's tourism sector, including tour companies, tourist camps, hotels, and transportation service providers. This platform will facilitate new partnerships, expansion of operations, and the sharing of experiences.

SEMINARS, MEETINGS, AND DISCUSSIONS

Daily at specific times in the conference hall, engaging meetings, seminars, and discussions will be organized. These sessions will cover topics related to tourism marketing, new advanced

technologies, human resources, and event management training. Additionally, participating organizations will have the opportunity to promote new products, while tourist destinations can present new routes and travel itineraries to attract visitors.

PARTNER PROVINCE: ZAVKHAN

The province of **Zavkhan** has been selected as the partner for the **ITM 2024 International Tourism Exhibition**, where it will participate with a focus on tourism policies, directions, infrastructure, and services.

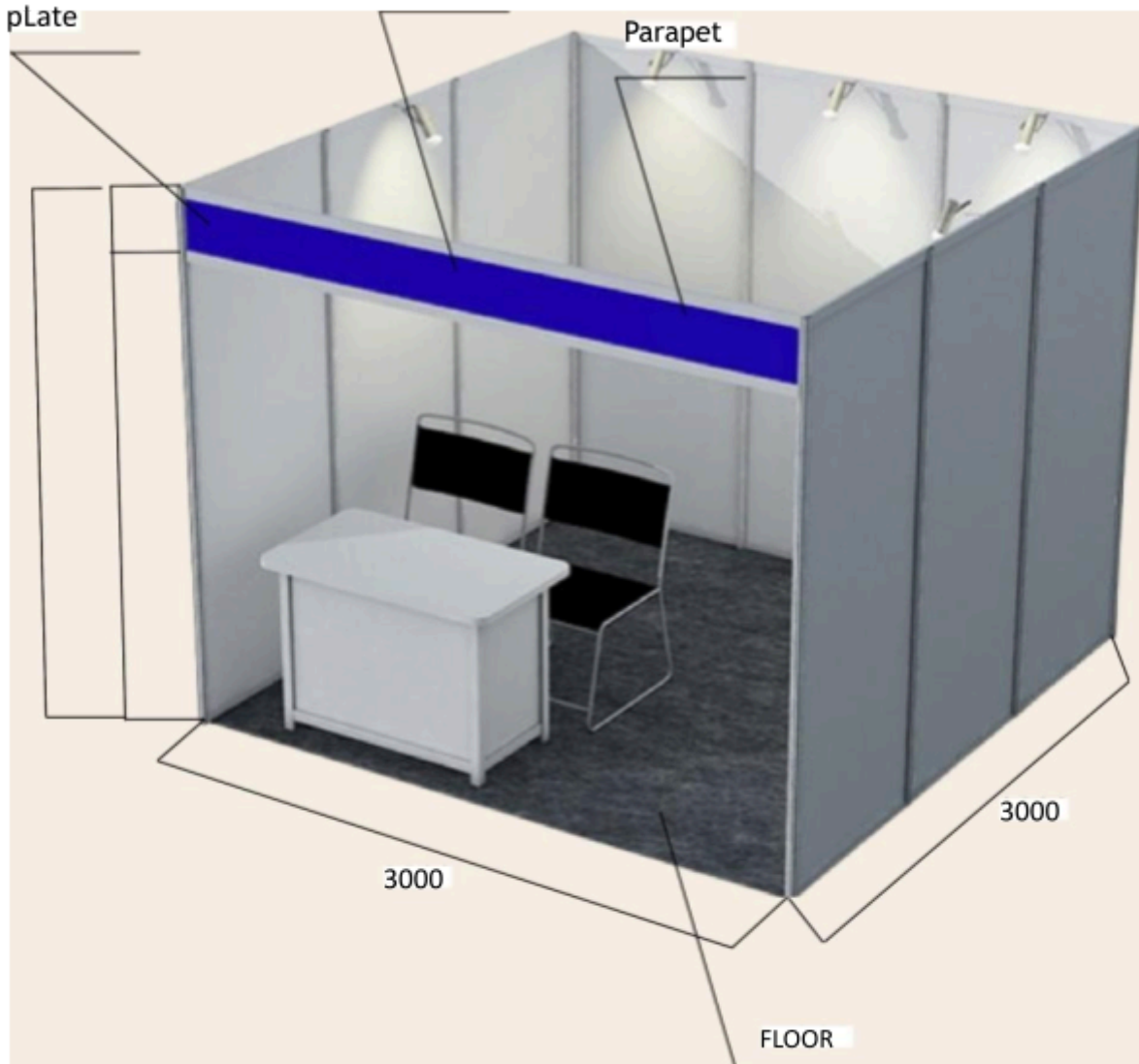
The exhibition aims to create a network of new products and services in Mongolia's tourism sector, promote brands from all 21 provinces, including small and medium-sized producers, food manufacturers, cultural arts, handicrafts, and digital communication. It will also help determine the competitiveness index of the tourism sector, support the services of tourist camps and entrepreneurs operating in local areas and cities, enhance cooperation, connect businesses from other service sectors, and establish new collaborations and partnerships.



PICTURE OF A STANDARD BOOTH 3X3

Booth number
plate

Participant name



| No | Booth Dimension | Price per/m2 |
|----|-----------------|--------------|
| 1 | 2x3=6m2 | 250.000 MNT |

BOOTH RENTAL PRICE (3 DAYS)

- 1 name tag
- 2 chairs
- 1 table
- 220v Plug
- Invitation to the Honorary Reception



Floor Plan



More information visit at www.itm-travelmongolia.org