



Одесский городской совет

Участие г. **ОДЕССЫ**
в международной туристической
выставке ITB

Берлин 7-11 марта





Ежегодная выставка **ITB Berlin**:

- является крупнейшим всемирным событием в индустрии туризма. Во всем мире компании, занимающиеся туристическим бизнесом, знают это мероприятие как важнейший форум для установления коммерческих связей и общения. Во ходе мероприятия проводятся различные симпозиумы, семинары, встречи с экспертами, круглые столы для прессы и так далее.
- на **ITB** представлены международные федерации туризма, туристические и транспортные агентства, туроператоры, национальные и региональные туристические организации, отели, страховые компании и многие другие. Посетителями выставки являются представители бизнеса, связанного с отдыхом и путешествиями: туроператоры, клерки туристических агентств, гостиничные менеджеры и издатели туристической литературы.
- Выставка включает в себя огромное количество различных мероприятий и всеобъемлющих контактных программ освещающих достижения индустрии туризма последних лет. **ITB** является местом встречи высшего класса и движущей силой всей отрасли.



**Odessa City
Council**

ITB Berlin

Статистика 2011

Выставочная площадь

Общая площадь (м²): 160,000

Количество стендов

Общее к-во стендов 11,163

Посетители

Общее количество
посетителей 169,295

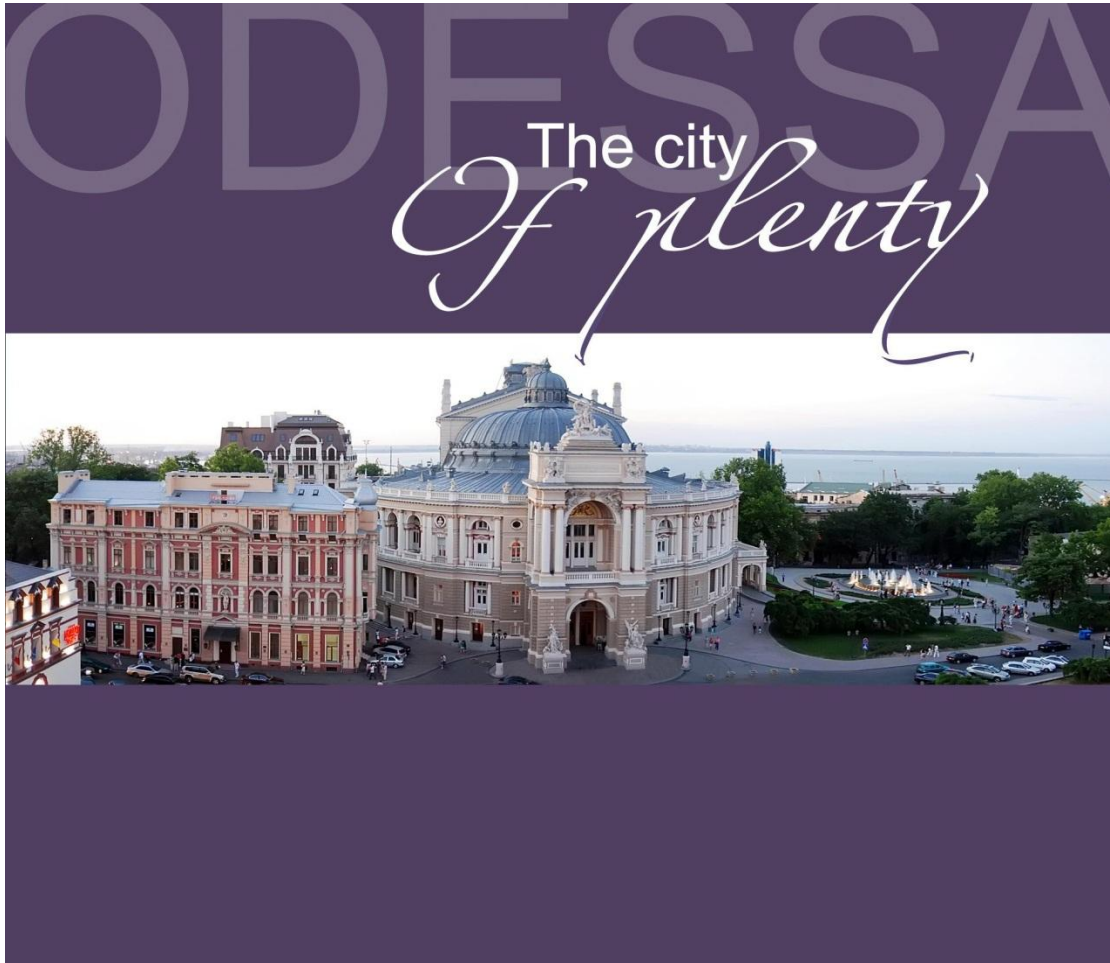




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Как это уже было

Одесса на ITB 2011





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Как это будет

Стенд Украины на ITB 2012

Ukraine at ITB 2012

Exhibition stand project





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Как это будет

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Участие Одессы на ITB 2012

Одесса принимает участие в выставке в составе всеукраинского стенда. Дизайн утверждался централизованно Национальным агентством по Евро 2012.

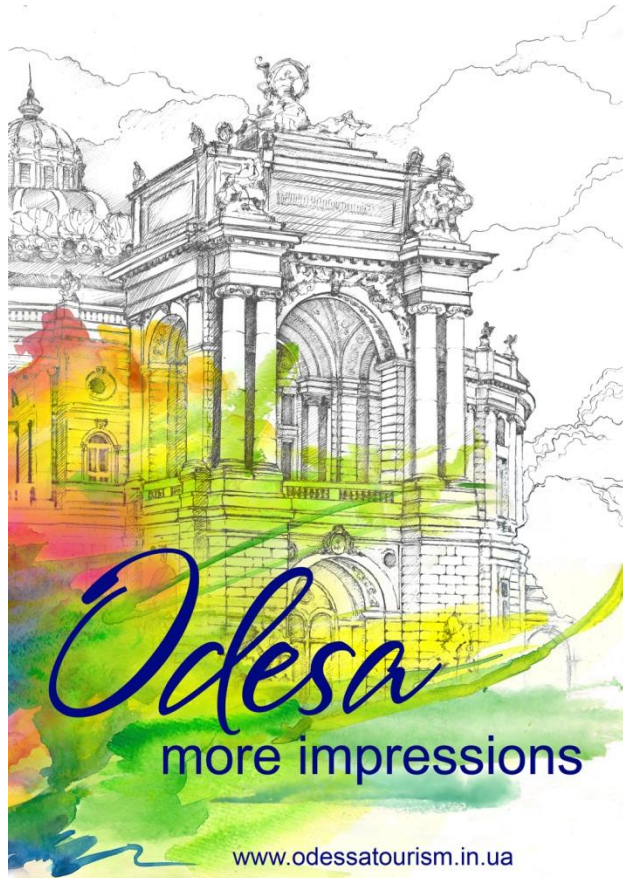
Финансирование участия Одессы в выставке:

GIZ – оплата дизайна и производства стенда, печать каталога и открыток;

Национальное агентство по Евро 2012 – оплата аренды выставочной площади;

Город оплачивает перелет заместителя мэра и начальника управления культуры и туризма.

Проживание делегации за счет привлеченных средств.



На ITB Berlin Одесса будет печатать каталог, в котором будет представлен туристический продукт города в соответствии с туристическими темами:

- Одесса праздничная
- Одесса творческая
- Одесса умная
- Одесса мультикультурная
- Одесса здоровая
- Одесса деловая
- Одесса морская
- Одесский регион

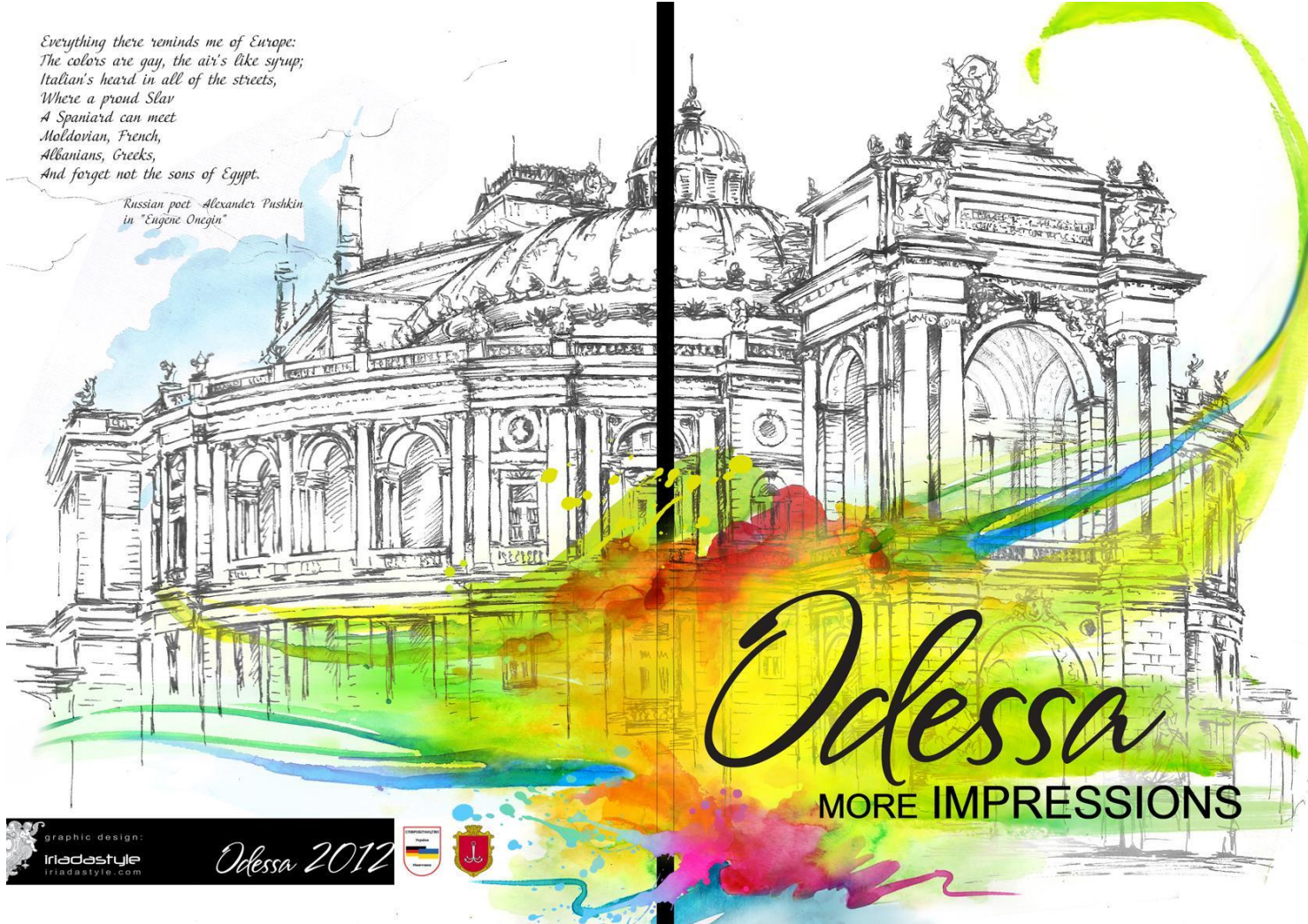


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Каталог

*Everything there reminds me of Europe:
The colors are gay, the air's like syrup;
Italian's heard in all of the streets,
Where a proud Slav
A Spaniard can meet
Moldavian, French,
Albanians, Greeks,
And forget not the sons of Egypt.*

*Russian poet Alexander Pushkin
in "Eugene Onegin"*



Odessa
MORE IMPRESSIONS

graphic design:
Iridastyle
iridastyle.com

Odessa 2012





Odessa

FABULOUS HOLIDAY *impressions*
ALL YEAR ROUND

Being on holiday is the life style of Odessa! Bursting with romantic acacia blossom in the youthful spring; a paradise of fun during the hot summer; mellow moods and colorful markets in the golden autumn; and fabulous feasts to see through the crisp winter! Simply put, Odessa welcomes visitors at any time of year and always has something special and memorable in store for them with its festivals, bright nightspots, theatres, music clubs and just boundless joy. Odessa says, holidays are meant to last forever!





German History in Odessa and Bessarabia

"This tour offers a double bill of impressions! We will explore the most beautiful sights and the most interesting places in Odessa city, but at the same time will discover German history and German heritage in Bessarabia. During the tour we will also make a wonderful trip in to the Danube Delta."

DAY 1: Arrival

Arrival in Odessa, meeting at the airport and transfer to a hotel in the city centre. Founded as a crossroad of cultures, nowadays Odessa is home for more than 130 nationalities. It is an energetic and cosmopolitan city, rich in history, culture and arts. After a short rest, during the warm season, our tour starts with a boating excursion along the Odessa sea coast. We will enjoy the picturesque coastal view and interesting stories about this multinational city. During the cold season, a range of alternative programmes are available (Page ...). In the evening we have dinner at restaurant close to the sea coast with delicious Ukrainian cuisine and traditional folk interior.

DAY 2: Following the Traces of German Settlers

After breakfast at the hotel, we will start our bus trip across Odessa region with several stops at former German settlements. The history of Germans in Bessarabia dates back to 1812 when this area became a part of the Russian Empire and many German settlers migrated to the region. The newcomers from different German areas founded 24 settlements in Bessarabia. We will learn more about their culture and history up to the final resettlement in the 20th century. Following in the steps of the German settlers, we will make a first stop at an old church in the small town of Sarata, beside the river of the same name. The first habitation at this place is recorded from three thousand years BC. Bavarian Germans came here in 1822, taking over the former Tatar village of Gura-Kuruder (all Tatars were forced to move to Turkey), and changing the name to Sarata. Each German family got about 60 hectares of land and 50 thousand rubles; they were not taxed for 50 years and had no military service! Soon it developed into a modern and beautiful town, but all this was lost in the Communist period.

Our route will lead us on to the town of Arzys which was founded by the settlers from Wuerttemberg. Although only a few public buildings and monuments built by the German colonists are preserved here, we will see that many of the local Slavic people still live in old but robust German houses from those times. The third stop will be at the village of Tepiz, the best preserved German settlement, located in a picturesque valley. The local village community carefully preserves many German houses and an old German cemetery here. From here we will visit Alaga steppe, one of the most authentic steppe landscapes remaining in southern Odessa, close to the landscape that the new German arrivals would have seen. At this point Traian's Wall, which marked the northwest boundary of the Byzantine Empire, lies before us. It is a wide open valley in the bottom of which a small stream meanders to Lake Kibal, just visible in the distance. On the surrounding slopes there many ancient mounds (kurgans) where chiefs of the nomadic Scythian and Sarmatian tribes are buried. They date back to the 5th Century BC. In the evening, we will arrive in Stara Nekrasovka, a village founded by Don Cossacks, Old Believers, fleeing from the expanding Russian Empire under Catherine the Great. We will be served a delicious dinner from the Bessarabia cuisine there. Accommodation at the hotel in Izmail, a town on the bank of Danube River.

DAY 3: Izmail Fortress and Danube Crossing

After breakfast at the hotel, the day will start with a city tour in Izmail including an excursion to the old Fortress. Situated on a high bluff overlooking the Danube, Izmail is strategically located to guard and control the upper reaches of the Kilia branch of the Danube. We will visit the fortress site which has a

splendid view of the Danube. Unfortunately, the large fortified settlement that had grown up since Roman times was completely destroyed around 1812 after the end of the war between Russia and the Ottomans. A particularly brutal battle between the foes in 1790 is commemorated by Lord Byron in his epic Don Juan, and we will see the battle depicted in a diorama housed in the old Ottoman mosque. Today, much of the site belongs to the reviving Saint Nicolas monastery which is restoring two ancient Christian churches. The monks will show us around their property and provide us with a simple but excellent lunch from their own produce.

After lunch, we will visit the great lakes of Kuguruli and Yalpuq – the two largest natural lakes in Ukraine and a globally important area for nesting waterbirds. Passing through Novosiliske (Satu Nou) village, we will follow a track between Lake Kuguruli and a third floodplain lake, Kartal. This low ridge has long been used to traverse the swampy tracts to the Danube. The Persian King Darius and Tsar Nikolai I are among those who crossed the river here. Some remains of fortifications will remind us of more turbulent times, but nowadays it is a wonderful and peaceful spot. We will have a traditional Moldovan picnic, accompanied by Moldovan folk dances and music. In the evening we will return to our hotel in Izmail.





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СПАСИБО!



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