



World Exhibitions Club

one club
for travel, tourism & mice

a *new era* in exhibitions club ... if you can belong, you should

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For immediate release

June 2009

INTERNATIONAL
LEISURE
WORLD
Russia's annual catalogue of Luxury Travel

Russian Directory joins World Exhibitions Club as Media Associate.

The annual **International Leisure World Directory**, published by Russian based, aiGroup, has joined **World Exhibitions Club (WEC)**.

International Leisure World was first published in 2005 to satisfy the specific requirement to serve the Russian luxury travel segment. It is a unique publication concept in Russia, and is specifically designed to suit the requirements of International Luxury Travel suppliers and needs of its Russian readers.

Published in the Summer of each year, **International Leisure World** is a high quality publication purposefully designed as an easily readable directory of International Luxury Travel.

As the first annual **Media Associate** to join **WEC** and the first from Russia, **WEC** Membership Director, Caroline Laspas commented '*We are delighted to have the chance to work again with the publishers, aiGroup. We are sure our co-operation will open up the Russian luxury travel market to the world by providing a professional marketing platform, as well as providing exposure for WEC in this desirable tourism market*'.

For more information on **International Leisure World Directory**, please visit the website at: www.wece Exhibitions.com.

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