



23<sup>rd</sup> INTERNATIONAL EXHIBITION

# *Ukraine* TRAVEL & TOURISM



**29-31 March 2017**

Meetings • Contacts • Business

## POST SHOW REPORT

Organisers:



Supporters:



# 318

exhibiting companies

# 19,402

visitors

# 7,020

sqm  
exhibition space



# 30

countries and destinations

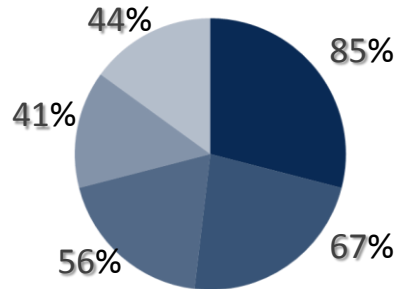
Albania  
Belarus  
Bulgaria  
Catalonia  
Cuba  
Cyprus  
Dominican Republic  
Egypt  
Georgia  
Greece

Hungary  
India  
Indonesia  
Israel  
Italy  
Lithuania  
Malta  
Montenegro  
Morocco  
Palestine

Poland  
Slovakia  
Spain  
Sri Lanka  
Tanzania  
Tunisia  
Turkey  
Ukraine  
United Kingdom  
USA



## Reasons for exhibiting\*:



To find new clients

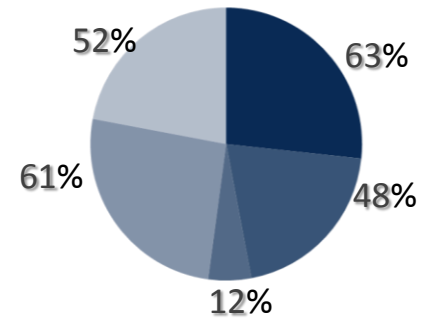
To increase brand awareness

To meet existing clients

To present new products/services

To identify demand in the market

## Results of exhibiting\*:



Found new clients

Made agreements on signing contracts

Signed contracts at the exhibition

Presented new products/services

Identified demand in the market



**99% of exhibitors consider the exhibition to be a significant event for developing their business**

\*Respondents could select more than one answer



**Edilberto Riveron Leon, Tourism Counselor of the Embassy of the Republic of Cuba in Ukraine:**

We are very glad that we came back after a two year break. I think that we will exhibit again in future. We are pleased with number of visitors; the first day was excellent and the second was good. Cuba is a rather popular destination so we see a lot of interest. I think that we have potential to develop our destination. The flow of tourists to Cuba is not only steady, but is also increasing. We are pleased with the results of the exhibition.

**Andriy Marchenko, General Director of PAC GROUP tourism company:**

This year the exhibition exceeded all expectations. UITT is more lively and larger than last year, which you can tell by the number of visitors who came to our stand. Last year, over three days of the exhibition we made 700-800 contacts, and this year, our preliminary data is showing we have around 1,100-1,200 contacts interested in our cruises. There is a clear revival compared to the last two years.

**Stanislav Olshevsky, Leading tourism specialist, Department of Infrastructure and Tourism, Volyn Regional State Administration:**

To sum up the three days at UITT, I would like to say that we are expecting a lot of visitors and now we just have to work efficiently at home to make our unique place unforgettable, and pursue our guests to return again. We are satisfied with our participation at UITT; our objectives were achieved.

**Albert Ovanesov, Head of Mouzenidis Travel tour agency in Ukraine:**

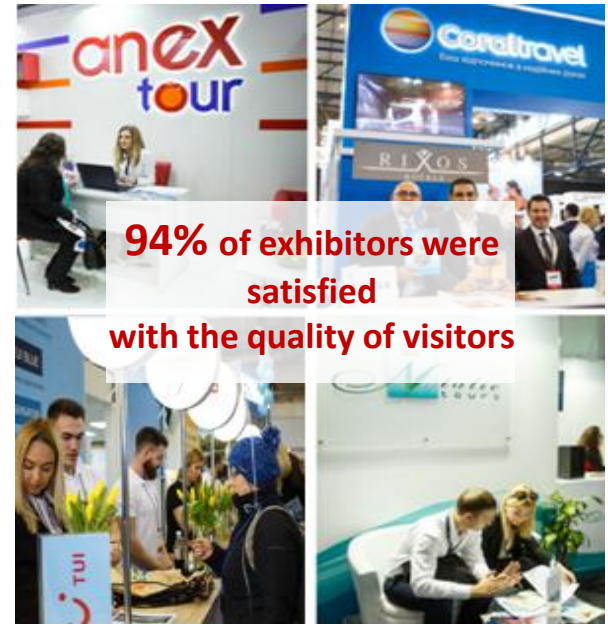
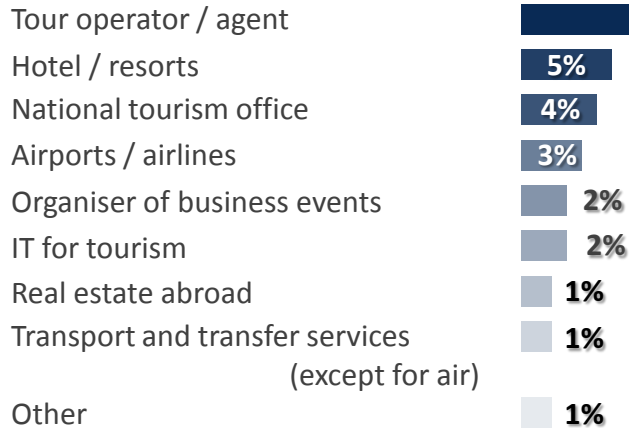
On just the first day of the exhibition we saw around 50 new agencies express an intention to enter our network. Their activity was noticeable as well as their desire to learn in order to work more effectively. And I have a strong belief that the very 'bottom' of the crisis has been and gone - and it can only get better.

**Alexey Korneev, Director of Natalie Tours Ukraine:**

During first two days of the exhibition we mostly had constructive dialogues with partners. Yesterday, we were busy with negotiations the whole day. It was also great that the number of stands (exhibitors) and visitors has increased.



## Visitors' area of business:

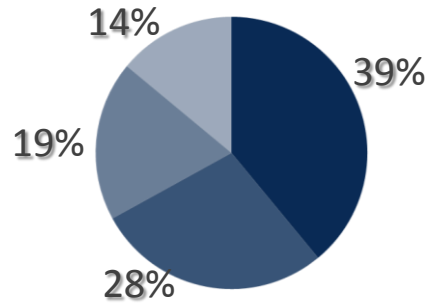


## Sectors of interest to visitors\*:

\*Respondents could select more than one answer



## Reasons for visiting:



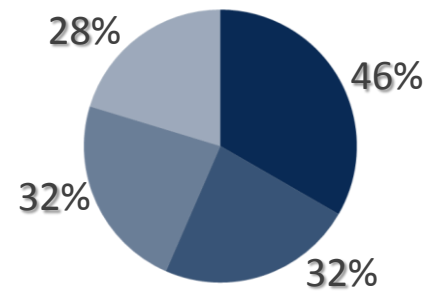
To obtain general industry information

To source products and services for business

Educational reasons, attending the business programme

To promote products and services

## Results of visiting\*:



Obtained general industry information

Sourced products and services for business

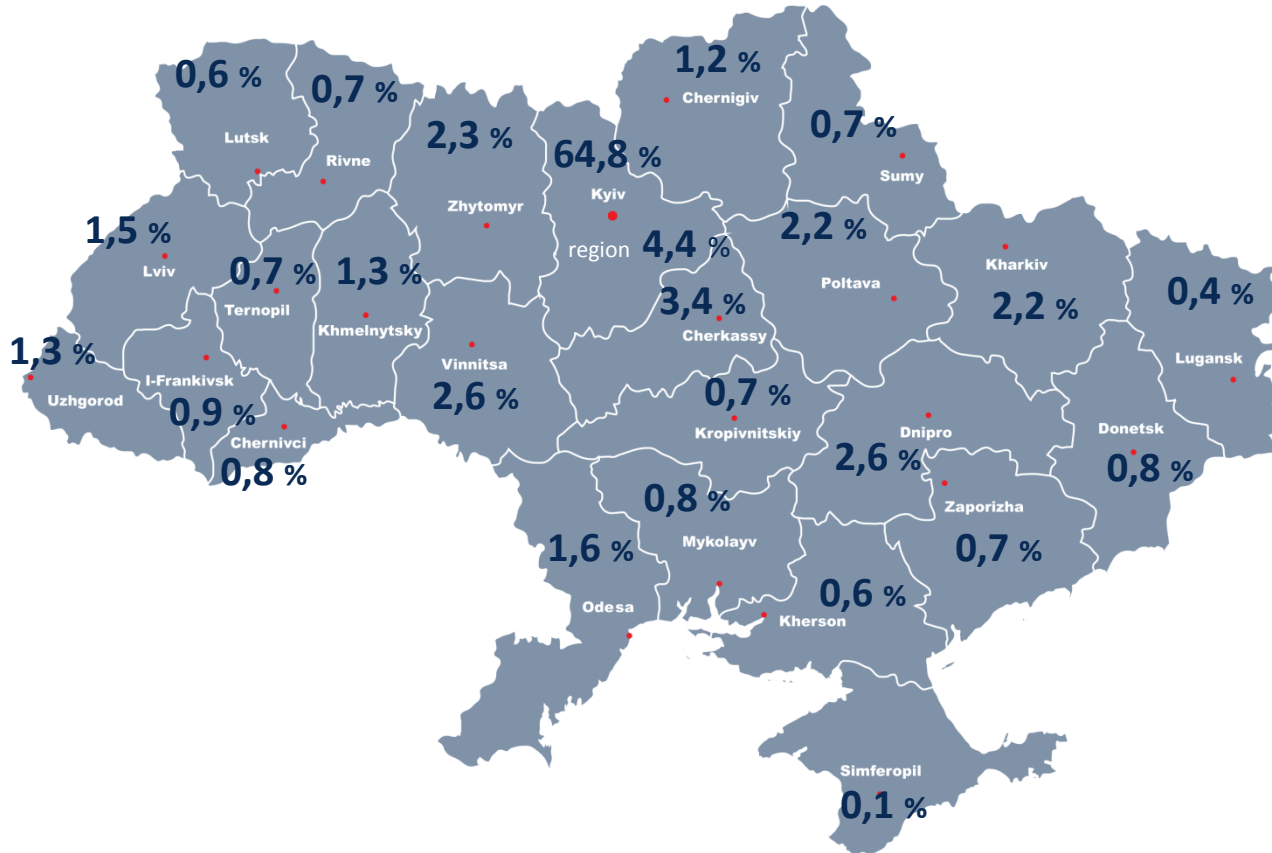
Promoted products and services

Educational purposes, attended the business programme

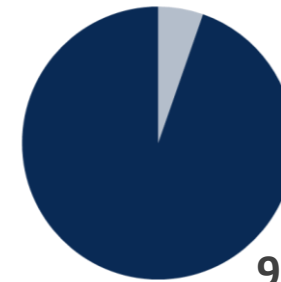


\*Respondents could select more than one answer

The exhibition was attended by representatives of 47 countries and every region across Ukraine



5% foreign countries



95% Ukraine

- Albania ● Algeria ● Azerbaijan
- Belarus ● Brazil ● Bulgaria ● China
- Croatia ● Cyprus ● Czech Republic
- Egypt ● France ● Georgia
- Germany ● Greece ● Indonesia
- Iran ● Iraq ● Israel ● Italy
- Kazakhstan ● Latvia ● Lithuania
- Macedonia ● Malaysia ● Maldives
- Moldova ● Montenegro ● Nigeria
- Norway ● Pakistan ● Palestine
- Poland ● Portugal ● Russia
- Singapore ● Slovakia ● Slovenia
- Spain ● Sweden ● Thailand ●
- Tunisia ● Turkey ● UAE ● Ukraine
- Uzbekistan

**96% of professionals were satisfied with their visit to the exhibition**

More than **70** hours of seminars and presentations from:



Conference:

**Apitourism – a new direction of development for rural areas across Ukraine**

Organiser:

Ukrainian Adventure And Ecotourism Association



Conference:

**The tourism sector and goals for sustainable development**

**Tasty Ukraine: prospects for developing gastronomic and wine tourism**

Seminar:

**A modern system of tourism education**

Organiser:

Department of Tourism and Resorts of the Ministry of Economic Development and Trade of Ukraine

**The events attracted more than 3,000 participants**



# See you at the 24<sup>th</sup> UITT!

## 28 – 30 March 2018



Organisers:

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