

Uitt

2019 

25TH ANNIVERSARY INTERNATIONAL EXHIBITION

Ukraine TRAVEL & TOURISM



27 – 29 March 2019

POST SHOW REPORT

Organizers:



Support:



General Information Partner:



Meetings. Contacts. Business.
www.uitt-kiev.com



- | | | | |
|--------------------|---------|------------|-----------|
| Albania | Egypt | Montenegro | Sri Lanka |
| Azerbaijan | Georgia | Morocco | Tunisia |
| Bulgaria | Greece | Palestine | Turkey |
| Cuba | Hungary | Slovakia | Ukraine |
| Cyprus | Israel | Slovenia | USA |
| Dominican Republic | Italy | Spain | |

EXHIBITORS

23 countries
361 companies

VISITORS

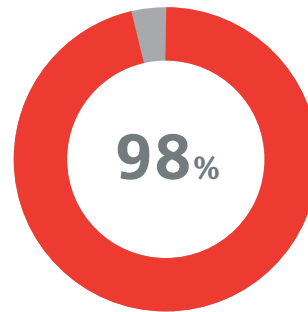
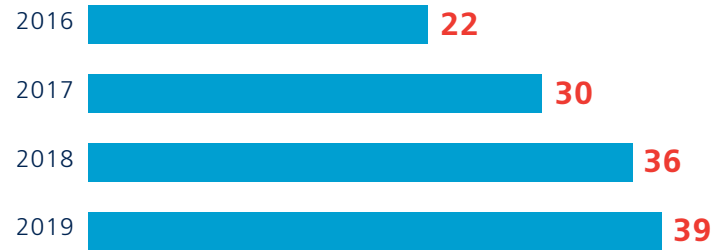
18 533 visiting
40 countries

Albania, American Samoa, Anguilla, Armenia, Aruba, Australia, Austria, Belarus, Bulgaria, Canada, Cuba, Cyprus, Dominican Republic, Egypt, Estonia, Finland, Georgia, Germany, Greece, Czech Republic, India, Israel, Italy, Kazakhstan, Lithuania, Maldives, Moldova, Montenegro, Mozambique, Portugal, Russia, Slovakia, Spain, Switzerland, Turkey, Tuvalu, UAE, Ukraine, United Kingdom.

Number of exhibitors

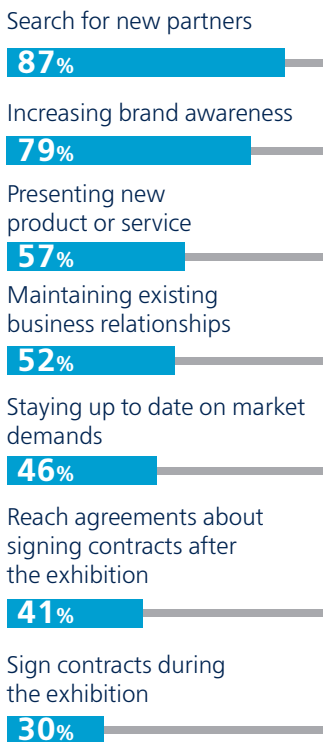


Number of regions and cities of Ukraine

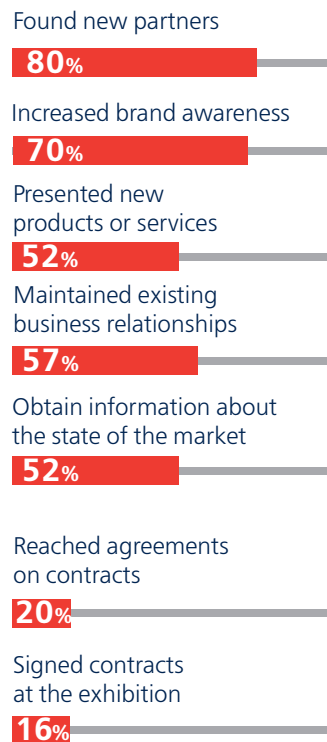


98% of exhibitors consider UITT important for business development

Reason for exhibiting



Results of exhibiting

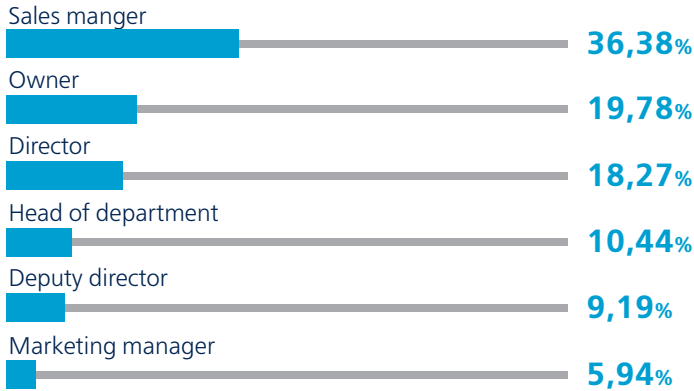


Exhibitor profile

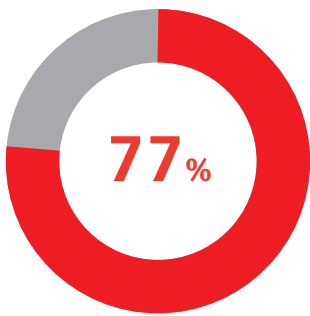
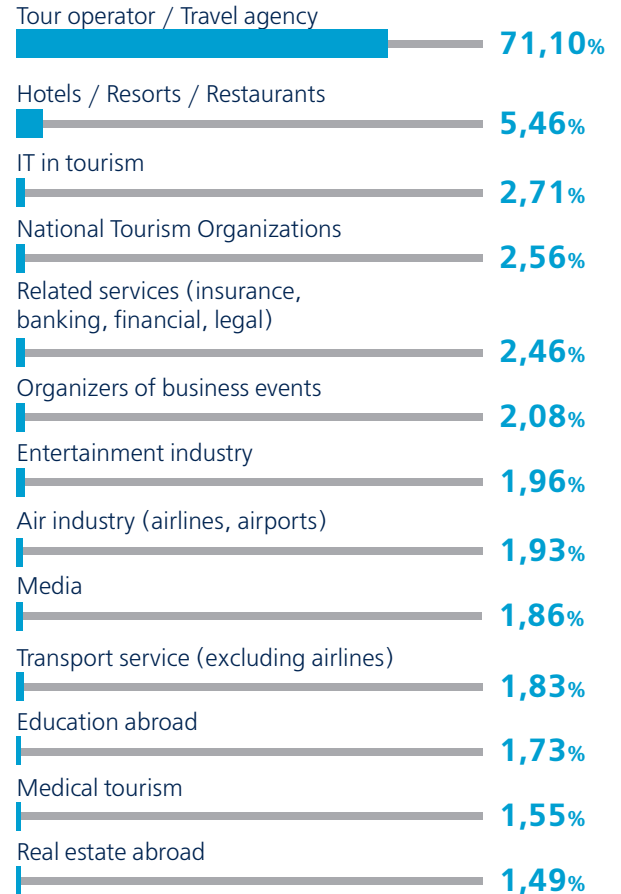


* Respondents could select more than one answer

Breakdown of visitors by seniority

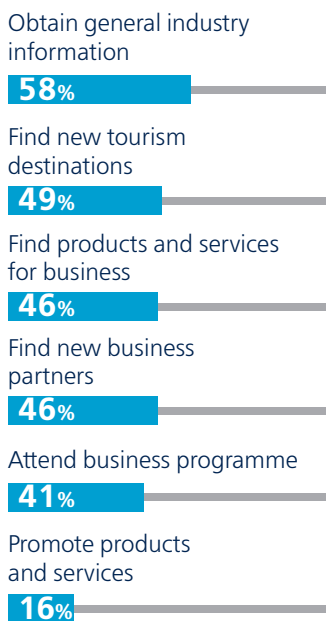


Breakdown of visitors by business area

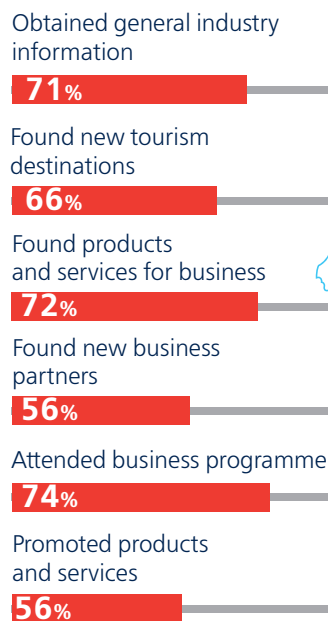


77% of visitors are decision makers or influence decision-making process in their companies

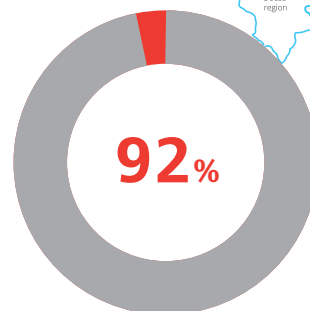
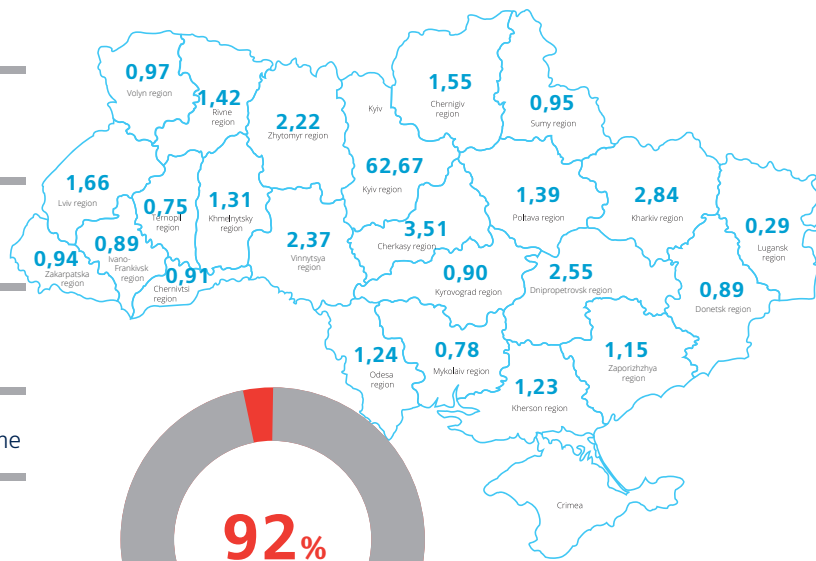
Reason for visiting



Results of visiting



Geography of Ukrainian visitors, %



92% of visitors were satisfied with the exhibition

* Respondents could select more than one answer

102

hours of seminars, conferences, presentations and workshops from the leading travel companies.



Organizer:



National
Tourism
Organization
of Ukraine

Public talk: "European future of hotel business in Ukraine. Taxes, tariffs, government regulation".

Tourist tax. Who? Whom? How much?

Will the reduction of VAT rate decrease hotels' price?

STAR WAY of Ukrainian hotels.

EBRD tools for hotel business. Automatization and rooms management systems, marketing and promotion of the business. Advantages of the HACCP system implementation at restaurants.

Legal nature of the hostel through the prism of the housing right.

Tariff policy of housing and communal services. How can Ukrainian hotels survive in European tariffs?

Roundtable discussion:
"Development of cruise tourism in Ukraine".

Panel discussion 1. Development of inbound cruise tourism.

Panel discussion 2. Popularization of cruise tourism on Ukrainian domestic market. Presentation of the training project "Cruise University"

Organizer:



Conference: "Domestic tourism: what is direction of our development (discussion of market experts)".

The issues of development of domestic tourism were discussed: transport links between regions, development of tourist infrastructure, promotion of regions and cities. As well as legislative changes for the development of domestic and inbound tourism.

Organizer:



Conference Visit Ukraine.

Workshop Visit Azerbaijan.

Meeting with Azerbaijani travel companies.

Organizer:



Ministry of agrarian policy
and food of Ukraine

Seminar: "United territorial communities and tourism".



Ukrainian Hospitality Days – new exposition format for Ukraine at the exhibition, where exhibitors meet with guides and tour operators for profitable cooperation in the future

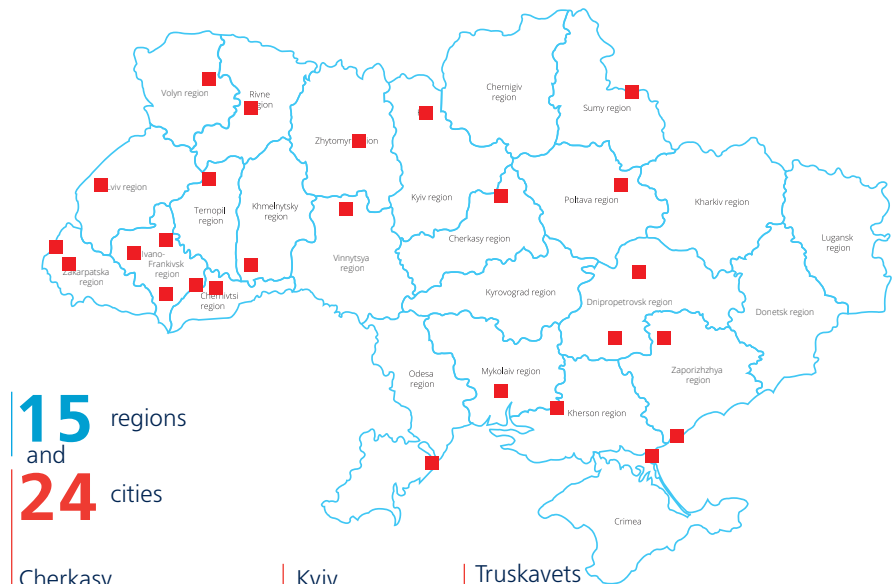


Exhibitors:

- regional and city state administrations
- conceptual hotels
- local cuisine
- gastronomic souvenirs
- restaurants with their own unique atmosphere
- coffee shops
- breweries
- wine and organic farms
- special local entertainments
- profile associations
- airports
- local tour operators

Visitors of exposition

Tour operators and guides – are market players, who form tourist routes and make decisions about including your restaurant, hotel, farm, entertainment facility, etc. to the tourist route for the reception of groups of tourists.



15 regions
and
24 cities

Cherkasy
Chernihiv
Dnipro
Ivano-Frankivsk
Kamyanets-Podilskiy
Kherson
Kolomyia
Kryvyi Rih

Kyiv
Lutsk
Mukacheve
Mykolajiv
Odesa
Poltava
Sumy
Ternopil

Truskavets
Uzhgorod
Vinnytsia
Yaremche
Zaporizhzhia
settlement Shchastlytseve
village Kyrlyivka
village Vygoda

LOOKING FORWARD TO SEE YOU!



2–4 October 2019



25–27 March 2020



Alla Kalio,
Deputy Director, ALER Travel, Albania

During three days of the exhibition, our stand was visited by a large number of visitors, and not just visitors, but real professionals of the tourism business. It was very impressive. We participated in UITT before (it is not our first year) and we plan to come with a stand in 2020, because Ukraine is a strategic area for us to cooperate. We are very grateful for the opportunity to be at this exhibition and present our country – Albania.



Pavel Golovnenko,
Executive Director, Travel Company Pilgrim. ua, Ukraine

It was the first time we participated at the UITT exhibition. Especially for this event we finalized our brand Pilgrim. We really like the organization of the exhibition and our stand. And the quantity and quality of visitors and participants, personally, impressed me very much. Participation in the exhibition turned out very useful for us – there are many contacts and agreements for further cooperation.



Fidan Akhundzade,
Regional Manager, Azerbaijan Tourism Board, Azerbaijan

We represented Azerbaijan at UITT for the first time after a long break. We are very pleased with the exhibition, primarily with the level of organization and flows of visitors. There were a lot of interested representatives of the tourist business of Ukraine at the exhibition, which want to cooperate. There were a lot of productive meetings, which ended with a cooperation agreement. Thanks to the organisers, and see you all next year.

Organizers:



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