



Participants, organizers and guests of the 25th Anniversary Ukraine International Travel & Tourism Exhibition - UITT'2019

Dear colleagues, partners and friends!

25 years is a whole life, during which UITT has been and remains the main tourist exhibition in Ukraine and general platform for all related parties of Ukrainian tourism.

The National Tourism Organization of Ukraine highly appreciates our systemic partnership with Premier Expo ITE- the organizer of the exhibition - on development of the tourism industry in Ukraine and in working together to bring the tourism sector to the most balanced and sustainable model, based on the successful experience of our international partners.

Important indicator is that in recent years in many regions of Ukraine we have succeeded in changing the ideological attitude towards tourism among representatives of the state, business and community. Considerable attention has been paid to the development of domestic and inbound tourism, marketing and branding of territories, quality and perfection of tourism products and entire destinations. Separate structural units and entire departments responsible for tourism with their budgets began to appear. Business began to understand the meaning of consolidation of efforts and unite into regional and city tourist organizations.

The revolution in the travel industry and technologies sets a new bar in the global competition of destinations with each other. It is not enough just to have a good offer, and a well-taken advertising. Cities and countries that consolidate their efforts to create an integrated quality system, human resource development and integrated marketing win the competition for the attention of consumers. It is this consolidation that takes place here - at UITT.

Every year, Ukrainian cities and regions pay more and more attention to the tourism sector. There is no area where tourism would not be among the priority ones. The close cooperation between the regions, exchange of experience and the joint solution of complex problems have created a friendly tourist family. Every year this family grows, new cities and territorial communities join it. Ukrainian tourist family is presented in a separate exposition, made in the environmental design in the pavilion of Ukrainian Hospitality Days (UHD).

I sincerely wish all participants and visitors of UITT'2019 vivid impressions, fruitful communication and new opportunities for development!



Everything will be tourism!

Ivan Liptuga

**President of the National Tourism Organization of Ukraine
Advisor to the First Vice Prime Minister - Minister of Economic Development
and Trade of Ukraine**