



26^a МІЖНАРОДНА ВИСТАВКА *Україна*
ПОДОРОЖІ ТА ТУРИЗМ
26th UKRAINE INTERNATIONAL TRAVEL & TOURISM EXHIBITION



11-13 Травня • May 2021

МВЦ • Броварський пр-т, 15 • Київ • Україна / IEC • 15, Brovarskiy ave • Kyiv • Ukraine

Організатор:



Підтримка:



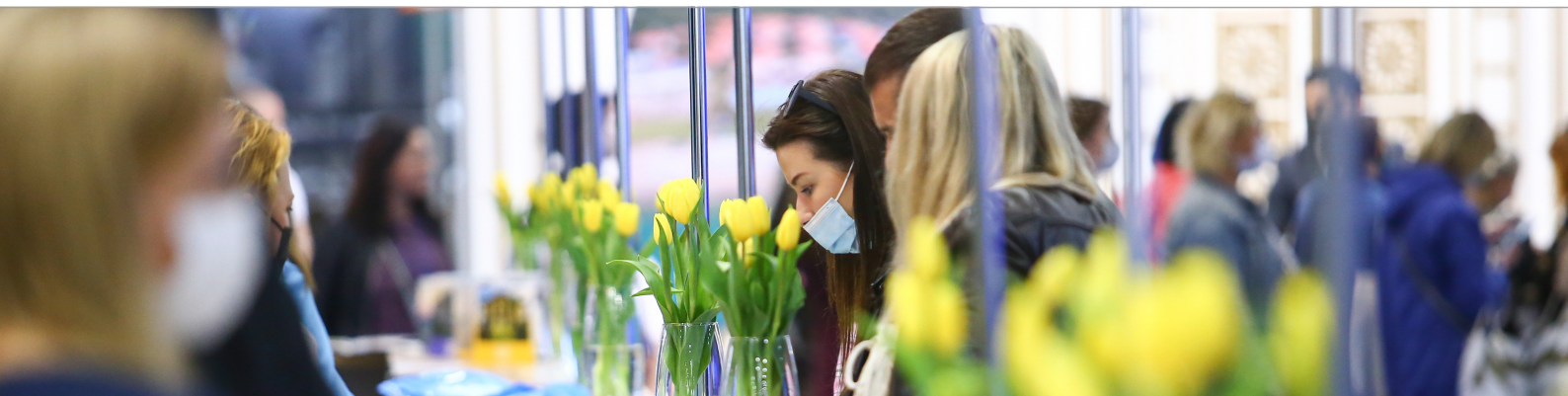
Національна
туристична
організація
України

Інформаційний
партнер:



Зустрічі. Контакти. Бізнес.
www.uitt-kiev.com

POST SHOW REPORT



14 countries 152 participating

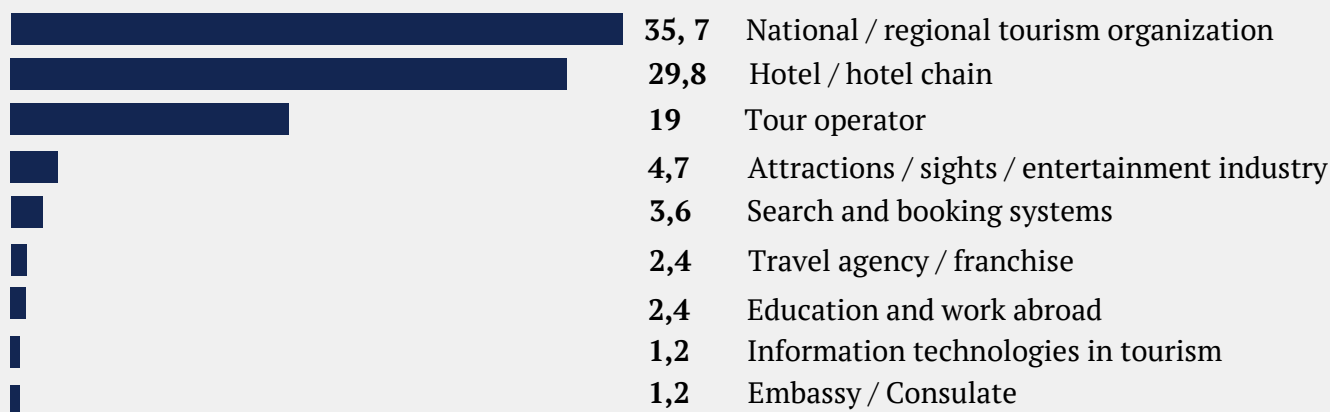
Albania, Argentina, Bulgaria, Croatia, Dominican Republic, Egypt, Georgia, Montenegro, Poland, Slovakia, Spain, Turkey, Ukraine, Vietnam

14 regions and cities of Ukraine

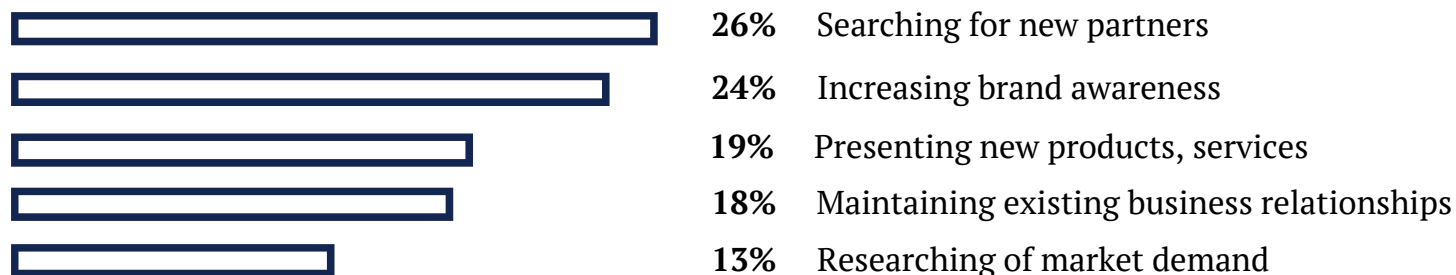
Berdyansk, Kharkiv, Kherson, Khmilnyk, Koblevo, Kropyvnytskyi, Kryvyi Rih, Myrhorod, Odessa, Poltava, Skadovsk, Sumy, Vinnytsia, Zaporizhzhia

Visiting specialists - 2,120 professionals of the tourism industry

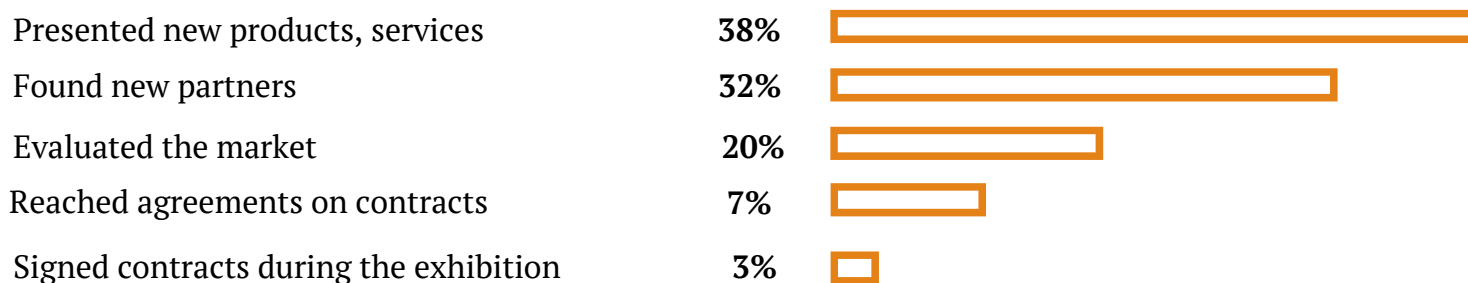
Exhibitor profile, %



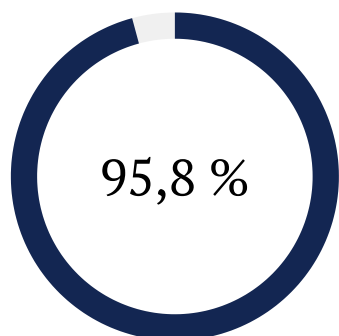
Purpose of exhibiting, %*:



Results of exhibiting, %*:



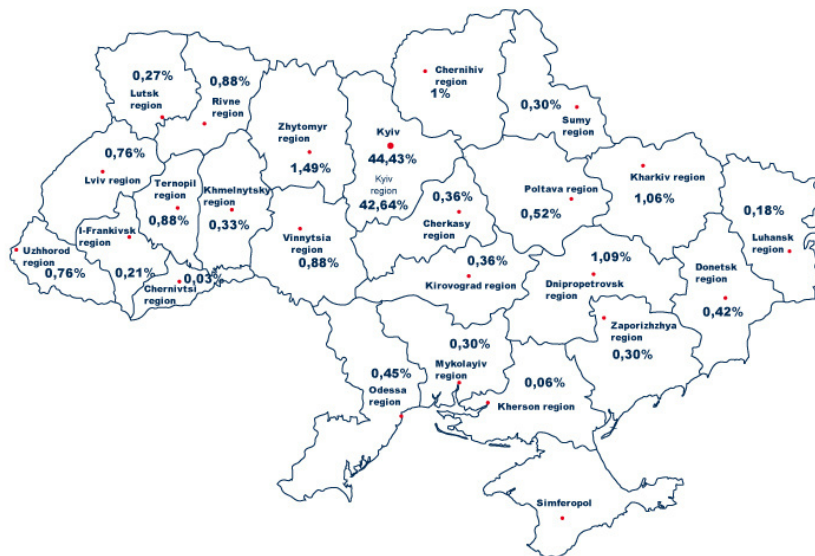
* The question provides several answer options



95,8% of participants consider that the UITT exhibition is an important event for the development of their business



Geography of visitors from Ukraine, %



Position of visitors:

Sales Manager - 36%

Owner - 25%

Director - 17%

Head of department - 10%

Deputy Director of the company - 7%

Marketing manager - 5%

Purpose of visiting the exhibition, %:

Obtaining general industry information - 46%

Find new business partners - 39%

Find products and services related to the tourism business - 9%

Attend business programme - 6%

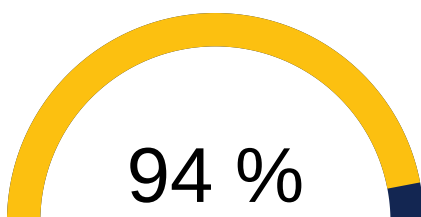
Exhibition attendance results *, %

Received general industry information - 48%

Found products and services related to the tourism business - 20%

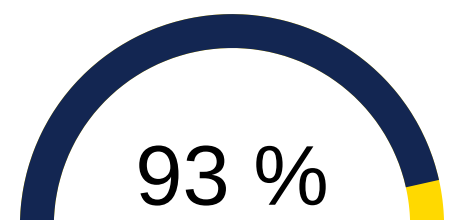
Found new business partners - 17%

Attended business programme - 15%



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

specialists are satisfied with the results of visiting the exhibition



* The question provides several answer options

Seminars, conferences, workshops and presentations from the leading travel companies

27 events of the business programme
131 speakers are key market players



Organizer



Roundtable discussion with the Embassies / National Tourist Organizations / Ministries and Administrations

The roundtable discussion was attended by representatives from Albania, Bulgaria, Cuba, Cyprus, Egypt, Germany, Indonesia, Kyrgyz Republic, Malaysia, Montenegro, Poland, Switzerland, Turkey, Ukraine, Uzbekistan and Vietnam.

Organizer



Conference: "2021 - the year of URBAN TOURISM in Ukraine".

Panel discussion: "SAFETY AND QUALITY in urban tourism".

Panel discussion: "The future of MICE industry".

Panel discussion: "SHOPPING TOURISM".

Organizer



Seminar of the Ministry of Tourism of the Dominican Republic: "THE DOMINICAN REPUBLIC - everything you dreamed of".

Organizer



Panel discussion: "TOKUDYDALI" - meeting of travel bloggers and famous Ukrainian travelers with travel agencies.

All the nuances of travel during the pandemic: booking flights, hotels, renting a vehicle, collecting packages of documents for travel. Distinctive of travel in some countries.

Organizer



Round table: "State motivation programme of the domestic tourism development".

Discussion platform with representatives of the Ministry of Culture and Information Policy, regional state administrations, cities, relevant associations and tour operators.

Organizer



A series of training seminars for travel agencies



SEE YOU!



October 5-6, 2021



March 23-25, 2022

REVIEWS OF PARTICIPANTS



TUI UKRAINE

We consider the exhibition "UITT 2021" as a key and main event in our industry and regularly participate in it. We are satisfied with cooperation with the organizers in preparation of the exhibition, provided conditions, logistics services, advertising, which helped to attract visitors to our stand. We see a real result from participating in the exhibition, we receive many inquiries from travel agents - our potential partners. The exhibition is well organized at the very high level.

IHOR KOSTIK, HEAD OF OPERATIONAL MARKETING DEPARTMENT



Bulgaria

Ukraine is a very important market for Bulgaria in the direction of tourism. We have been participating in the exhibition UITT'2021 for the 26th time. We take part constantly. We expect very good results from our negotiations, which we have already carried out. We are very positive about the exhibition's feedback!

STEFAN, SOFRONIEV, HEAD OF THE TRADE AND ECONOMIC MISSION OF THE EMBASSY OF THE REPUBLIC OF BULGARIA TO UKRAINE

National Tourism Organization of Ukraine

We are strategic partners of Premier Expo. UITT & UITM are our profile basic exhibitions for tourism, the best events in the country, which are held during the last 27 years. In 2015, when we started cooperating, 6 years ago at the exhibition Ukraine was poorly represented and it was obvious. We have begun to work more actively to be sure that the Ukrainian regions will be presented at the travel exhibitions UITT/UITM constantly. It was organized a sub-exposition Ukrainian Hospitality Days, which presents Ukrainian destinations gathered in one place.

IVAN LIPTUGA, NTO PRESIDENT



Argentina

Thanks to the organizers of the exhibition UITT'2021. The exhibition is very promising. We believe that we will definitely return to our promising tourism movement in 2022. We invite everyone to Argentina.

MRS. ELENA LETISIA MIKUSINSKI, AMBASSADOR EXTRAORDINARY AND PLENIPOTENTIAL OF THE ARGENTINE REPUBLIC

Premier Expo

Exhibitors are satisfied with the results of work at the exhibition. And when the participants are satisfied, the organizers are also satisfied. Due to the global difficult situation on the world tourism market, and on the market of Ukraine in particular, the number of visitors to the exhibition this year is less than in 2019, but, according to the participants of the exhibition, their quality is better.

JULIA ZHELDAK, EXHIBITION DIRECTOR