




Uitm 2019

26th UKRAINE

INTERNATIONAL

TRAVEL MARKET

POST SHOW REPORT

2-4 October 2019

IEC, 15, Brovarskiy ave., Kyiv, Ukraine

Підтримка:



Організатори:





EXHIBITORS

148 | companies
25 | countries

VISITORS

4 916 | visit
27 | countries

PARTICIPATING COUNTRIES

- | | | | |
|--------------------|---------|-----------|--------------------------------|
| Bulgaria | Egypt | Japan | PARTICIPATING COUNTRIES |
| Brazil | France | Lithuania | |
| China | Georgia | Malaysia | |
| Cuba | Greece | Palestine | |
| Cyprus | Hungary | Peru | |
| Czech Republic | India | Poland | |
| Dominican Republic | Italy | Portugal | |
| | | Slovakia | |
| | | Thailand | |
| | | Ukraine | |
| | | Vietnam | |

VISITORS FROM:

Albania, Armenia, Azerbaijan, Belarus, Bulgaria, Cyprus, Egypt, Estonia, Finland, Georgia, Germany, Indonesia, Israel, Italy, Lithuania, Malta, Moldova, the Netherlands, Norway, Poland, Qatar, Slovakia, Spain, Sweden, Turkey, UAE, Ukraine.



Reasons for exhibiting*



Exhibitor profile

International tour operators



International representative offices



Ukrainian regional representative offices



International hotels



Ukrainian tour operators



Ukrainian hotels



Tourism media



SPA and treatment resorts



Online tourism services



95%

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

92%

of exhibitors are satisfied with quality and quantity of visitors



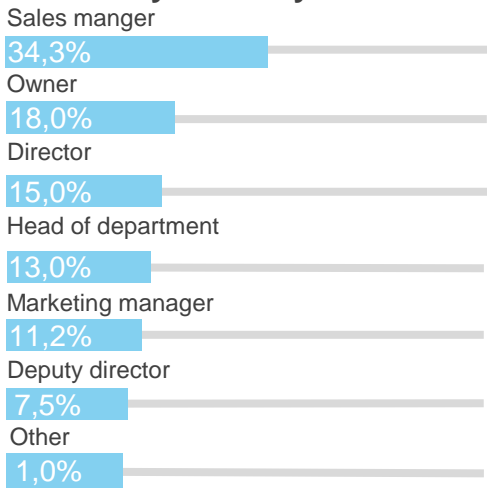
Results of exhibiting*



*Respondents could select more than one answer.



Visitors by seniority



Visitors by business area % , people



Reason for visiting*



Results of visiting*



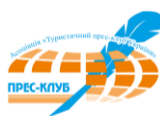
* Respondents could select more than one answer.

91% visitors are satisfied with qualitative and quantitative composition of the participants

Geography of Ukrainian visitors, %



30 hours of business programme



National
Tourism
Organization
of Ukraine



Organiser



National
Tourism
Organization
of Ukraine

Networking of tourist cities and regions

The new role of Destination Management Organizations (DMOs) in the process of sustainable development of territories:

- Branding and marketing of territories
- Quality and international standards
- Professional training
- Investments in tourism infrastructure

Organisers



National
Tourism
Organization
of Ukraine



Roads of wine and taste of Ukrainian Bessarabia is a new tourist product of Odessa region

Objective: Presentation of the wine and gastronomic route - Roads of Wine and Taste of Ukrainian Bessarabia, created with support of European Commission Project «Supporting the Geographical Indication System in Ukraine» according to the European requirements for quality of services and safety of gastronomic tourists.

Organiser



Tokudydali?

So where to go next? - ask themselves our travelers, who have visited a lot of countries. So where to go next? – ask themselves our travel agents to find out which countries to send their demanding tourists to. The answers are on Market talk Tokudydali?

From the most experienced travel and adventure experts you'll get:

- Positive emotions
- Travel experience in unusual conditions
- Custom cases
- Secrets and life hacks for traveling in different countries

Organiser



Demonstration of the best travel videos from Ukraine and participating countries of UITM.

Organisers



Small communities' heritage day at UITM

The purpose of Heritage Day is to present and discuss practices, approaches, decisions and opportunities for joint efforts of civil society organizations with small communities of Ukraine in the careful conservation and smart use of heritage resources. Participants: CSO, representatives of Ukrainian communities, tourism businesses, green estates, tourism experts, media representatives

Organisers



B2B WORKSHOP 10 x 10. PREMIER

10 cities and regions of Ukraine will meet 10 international buyers from: Azerbaijan, Great Britain, Israel, Czech Republic, Latvia, Lithuania, Germany, Poland, Turkey, France.



LOOKING FORWARD TO SEEING YOU!

Uitt

2020

25 – 27 March 2020

Uitm

2020

30 September – 2 October 2020



Exhibitors' testimonials about UITM'2019

Krisztina Márfi

Deputy Ambassador of Hungary to Ukraine

There were a lot of people interested in our booth at the exhibition. At times, even the handouts of our exhibitors were running out. We have been participating in UITM for many years and will continue to take part. We see a great interest to Hungary among Ukrainians. Last year, a record of visiting our country by Ukrainians was broken.



Juan Carlos Escalona

Representative of the Ministry of Tourism of Cuba

We have been involved in UITM for over 10 years. This year we had a very beautiful stand. Many thanks to the organisers. And in general the organization of the exhibition was at a high level, and the exhibition itself is very beautiful. We will definitely attend UITM next year.



Mohammed Ali

Tourist Attache of Egypt in Ukraine

This year we are participating in UITM'2019 with a national stand of 72 square meters. We represent our country at the travel exhibitions UITT&UITM for many years. UITM is an important event in the market for us, because it is the starting point for the beginning of tourist season in our country. We are very satisfied of our stand visiting and plan to exhibit next year.

Organiser

Ukraine, Kyiv, 4A, Verkhniy Val street

T: + 38 044 496 86 45

(int. 241, 242, 289)

E: ukraine@pe.com.ua

PREMIER
EXPO ITE

Meetings. Contacts. Business.

www.uitm.com.ua