



# Uitm

2021

**27<sup>th</sup> INTERNATIONAL B2B**

**TRAVEL EXHIBITION**

**5-6 October 2021**

IEC • 15, Brovarskiy Ave • Kyiv • Ukraine



[www.ukraine-itm.com.ua](http://www.ukraine-itm.com.ua)

Supporting Partner



Information Partner:



Organizer:



# POST SHOW REPORT



## EXHIBITORS

37 participants

10 countries

## PARTICIPATING COUNTRIES:



Bulgaria



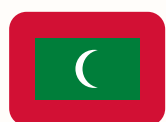
Egypt



India



Lithuania



Maldives



Germany



Uzbekistan



Ukraine



France



Montenegro

## VISITORS

2 091 visitors  
from 11 countries

## VISITORS FROM:

Armenia, Belarus, Bulgaria, Germany, Egypt, Greece, Kazakhstan, Cyprus, Poland, Turkey, Ukraine



## Reasons for exhibiting\*:

Find new clients



Increase brand awareness



Present new products/services



Identify demand in the market



Meet existing clients



Sign contracts during the exhibition



Reach agreements about signing contracts after the exhibition



**96,2 %** of exhibitors consider the exhibition to be a significant event for developing of their business

**96,1 %** exhibitors are satisfied with quality and quantity of visitors

## Exhibitors profile:

Hotel / hotel chain



National / Regional Tourism Organization / Administration / Ministry



Related services (insurance, banking, financial, legal)



Tour operator / Travel agencies networks



Media



Information technologies in tourism



Tourism online services



Airlines



## Results of exhibiting, %\*:

Presented new products/services



Found new clients



Increased brand awareness



Identified demand in the market



Met existing clients



Reached agreements on signing contracts



Signed contracts during the exhibition



\*Respondents could select more than one answer

## Visitors profile:

Sales manager

32,6%

Owner

23,5%

Director

18,6%

Head of department

10,8%

Deputy director

8,7%

Marketing manager

5,2%

Other

0,6%

## Reason for visiting\*:

Obtain general industry information

38,2%

Find new business partners

24,6%

Find new tourism destinations

21,3%

Attend business programme

7,5%

Find products and services for business

6,1%

Promote products and services

2,3%

## Results of visiting\*:

Obtained general industry information

47,6%

Found new business partners

23,1%

Found new tourism destinations

22,1%

Found products and services for business

19,9%

Attended business programme

14,3%

Promoted products and services

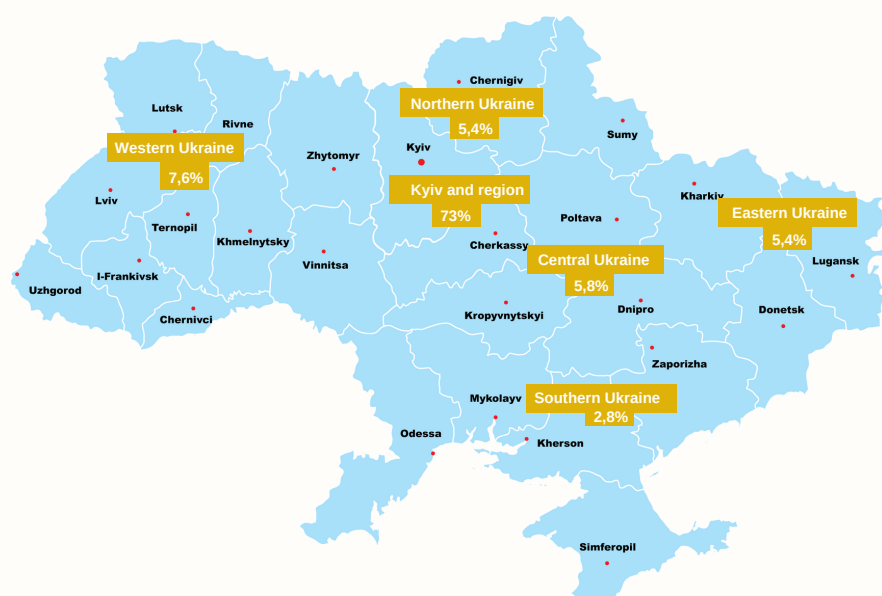
9,5%

\* Respondents could select more than one answer.

**80,9 %** of visitors are satisfied with quality and quantity of participants



## Geography of Ukrainian visitors, %



## Visitors by business area %, people

Tour operator / Travel agency

75,1%

Accommodation facilities (hotels, apartments)

4,3%

Media

3,7%

National Tourism Organizations

3,6%

Medical tourism / health centers (pension houses, recreation camps)

2,5%

Information technologies in tourism

2,3%

Airports / Airlines / other carriers

1,9%

Organizers of business events

1,8%

Real estate abroad

1,7%

Related services (insurance, banking, financial, legal)

1,6%

Education abroad

0,9%

End consumer

0,6%



## Organiser



### The First International Forum of National Tourism Organizations (NTOs) Destination Management Organizations (DMOs).

The main purpose of the Forum is to determine and unite all similar factors that make up a unified image or the successful destination to continue the movement towards sustainable development and progress of countries / regions / cities.

The Forum explored new roles and challenges for National Tourism Organizations (NTOs) and Destination Management Organizations (DMOs) in today's turbulent global tourism industry.

Representatives of international organizations took part in the Forum's panel discussions: WTTC - World Travel and Tourism Council, WTCF - World Tourism Cities Federation and EPA - Extended Partial Agreement on Cultural Routes of the Council of Europe, as well as representatives of NTO and DMO of 10 countries: Argentina, Georgia (Adjara), Egypt, Cyprus, Italy, Spain (Valencia), South Africa, Hungary, Ukraine and Croatia.



## Organiser



### Panel discussion: «Gulf States tourists in Ukraine. 2021 season results.

#### Preparations to 2022».

### Co-organiser: Association of Incoming Tour Operators of Ukraine (AITO).

Representatives of inbound tourism operators of Ukraine, leading hotels, associations, carriers shared their experience with tourists from the Middle East, discussed the results and achievements of summer 2021, and outlined areas for cooperation next season, growth and improvement of cooperation of all tourism businesses to achieve even better results in 2022.



[www.uitm.com.ua](http://www.uitm.com.ua)

## Organiser

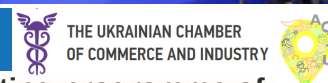


### Forum of Travel Agencies of Ukraine. Travel agent's assistant: must-have 2021-2022.

The Forum covered practical issues of organizing the work of travel agencies, the design and development of marketing components of agents' work, and presented working tools for creating an effective and profitable travel agency.



## Organiser



### Conference: «Supporting programme of children's tourism and youth mobility. Travel Ukraine. Children»



## Organiser



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

Travelers shared the secrets of how to make their dream come true and combine work and dream.







23-25 March 2022



05-06 October 2022

## TESTIMONIALS OF PARTICIPANTS OF UITM'2021



### **Ahmed Mohamed Mohamed Salheen**

Chief of Executive Secretary, The Cabinet Minister of Tourism and Antiquities of Egypt

It was such a great pleasure to attend UITM this year, and by the way that was my first time in Ukraine.

Well organized and fantastic arrangement of the Event and all the staff was so helpful and cooperative.

Thank you so much for everything.

### **Mr. Thoyyib Mohamed**

CEO & Managing Director Visit Maldives

We are very pleased with the exhibition, in terms of the level of organization and support extended by the organizers of UITM. Together with our industry partners, the two days of the fair provided a great opportunity to connect with the travel trade and present our destination and products to the Ukraine market. Our stand was visited by many people who were interested and keen to learn more about the destination. The meetings conducted during the exhibition were very fruitful and we hope to maintain great contact with the Ukrainian market in the coming years.

### **Otabek Akhmedov**

Head of the Department of Tourism Uzbekistan Airways JSC

Uzbekistan Airways expresses its gratitude for the opportunity to participate in the UITM'2021 exhibition.

Given the prospects of this market and the relevance of this platform for a large-scale PR campaign on the resumption of flights and aviation capabilities of Uzbekistan Airways among the general public, the UITM'2021 exhibition was successful.

A number of negotiations with representatives of tourist organizations, hotels, advertising agencies were held during the exhibition.

This platform – the exhibition - provided an opportunity to establish new contacts and get acquainted with the latest innovations in the tourism sector.

In the future, Uzbekistan Airways plans to take part in this exhibition annually, also attracting Uzbek tour operators to participate.

### **Nataliya Berezenko**

Head of the Department of the Development of Tourism Lending

CardService company participated for the first time in the UITM'2021 – Ukraine International Travel Market, in Kyiv on 5-6 October.

We are very pleased with results of the exhibition. We believe, we managed to make ourselves known and have found a lot of new partners and met with existing ones.

Nice and friendly atmosphere at the Exhibition created a warmth of communication with the guests and exhibitors of the Exhibition.

Special thanks to the organisers of the exhibition for their coordinated work and quick solution of any questions.



Organiser



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