24th UKRAINE INTERNATIONAL TRAVEL MARKET

4-6 October 2017
IEC, Kyiv, Ukraine

POST SHOW REPORT

Organisers:

Supporters:
About the exhibition

154 exhibiting companies

10,468 visitors

28 countries

Azerbaijan ● Belarus ● Brazil ● Bulgaria ● China ● Cuba ● Czech Republic ● Ecuador ● Egypt ● France ● Georgia ● Greece ● Hungary ● India ● Italy ● Lithuania ● Maldives ● Mexico ● Moldova ● Palestine ● Peru ● Poland ● Slovakia ● Thailand ● Turkey ● Ukraine ● USA ● Vietnam ●
Exhibitor statistics

Reasons for exhibiting*:

- 88.2% Find new clients
- 64.7% Meet existing clients
- 62.7% Present new products/services
- 58.8% Increase brand awareness
- 29.4% Identify demand in the market

Results of exhibiting*:

- 90% of exhibitors consider the exhibition to be a significant event for developing their business

- 66.7% Presented new products/services
- 62.7% Found new clients
- 51.0% Identified demand in the market
- 23.5% Made agreements on signing contracts
- 17.6% Signed contracts at the exhibition

*Respondents could select more than one answer
Polish Tourist Organization, Director of representative office Wlodzimierz Schurek
Growth of the tourist flow after getting Ukraine visa-free regime increased by 52%. I am very pleased that the national stand of Poland has returned to UITM. We had a lot of business meetings and talked with journalists. We are considering the format of next year participation already.

Join UP! Tour operator, Director of MICE-department Anna Shkrabach:
Results of participation with the booth at UITM have completely met our expectations. We set our goal to attract visitors to the stand and to hold business meetings with representatives of ministries, departments, national stands and hotels. We fulfilled our task for 100%.

Greece, Greek Tourism Center in Ukraine:
This year's UITM was repleted with very interesting events. At the exhibition we saw key players of the international tourist market, held business meetings and talked with clients. We also liked business programme within the framework of the exhibition.

Save Voyage (Maldives), tour operator, Sales & Marketing Director, Abdulla Riyaz :
In the tourism exhibition in Ukraine we are taking part for the first time. I was pleasantly surprised and received only positive impressions from UITM. During the exhibition many specialists took interest in our booth. We held business meetings and received specific offers.

Ukrainian Adventure and Eco Tourism Association, President of Association, Serhiy Pidmohylniy:
I am very pleased with results of the exhibition. I met with my colleagues from all regions of Ukraine and also appreciated the activity of competitors. Within the framework of business programme events it was discussed the actual problems of infrastructure in tourism with responsible state officials.
Visitor statistics

Visitors’ area of business:

- 69.6% Tour operator / agent
- 6.8% Hotel / resorts
- 4.8% National tourism office
- 3.6% Airports / airlines
- 3.0% Organiser of business events
- 2.8% IT for tourism
- 2.4% Related services
- 1.8% Other
- 1.7% Transport and transfer services (except air)
- 1.6% Real estate abroad
- 1.3% Education abroad
- 0.6% Attractions / entertainment industry

Sectors of interest to visitors:

- 44.8% Beach holidays
- 11.6% Mountain / Ski tourism
- 9.5% Cultural tourism
- 5.9% Entertainment tourism
- 5.7% Adventure holidays
- 5.4% VIP services
- 5.2% Hotels
- 4.5% Sea and river cruises
- 3.9% Eco tourism
- 3.9% Medical tourism
- 3.6% Food tourism
- 3.2% Bus trips
- 3.1% Urban tourism
- 3.1% Sports (extreme) tourism
- 3.1% Shopping tourism
- 3.0% Education abroad
- 3.0% Airports / airlines
- 2.6% MCCI
- 2.2% IT for tourism
- 1.8% Religious tourism
- 1.4% Transport and transfer services
- 1.4% Real estate abroad
- 1.1% Insurance, finance, banking services

91% of exhibitors were satisfied with the quality and number of visitors.
Visitor statistics

Reasons for visiting*:

- 43.0% Obtain general industry information
- 25.3% Search for products and services for business
- 21.7% Educational reasons, attending the business programme
- 14.3% Promote products and services

Results of visiting*:

- 70.2% Obtained general industry information
- 25.4% Searched for products and services for business
- 14.6% Educational reasons, attended the business programme
- 11.7% Promoted products and services

*Respondents could select more than one answer

89% of visitors have authority to make contracts at a sum valued of 100,000 UAH

www.uitm.com.ua
The exhibition was attended by representatives of 33 countries and every region across Ukraine:

- Azerbaijan
- Belarus
- Bulgaria
- Cyprus
- Czech Republic
- Egypt
- France
- Georgia
- Greece
- Hungary
- India
- Indonesia
- Israel
- Italy
- Jordan
- Lithuania
- Malaysia
- Mexico
- Moldova
- Netherlands
- Poland
- Russia
- Slovakia
- Slovenia
- Spain
- Sri Lanka
- Tanzania
- Thailand
- Turkey
- UAE
- Ukraine
- United Kingdom
- USA

86% of professionals were satisfied with their visit of the exhibition.

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Business programme

More than 60 hours of seminars, presentations and roundtable discussions.

• **Conference:** «Ukraine as European MICE destination».  
  **Organiser:** Business Travel Association of Ukraine.

• **Round table discussion dedicated to activation of eco tourism in Ukraine.**  
  **Organisers:** Department of Tourism and Resorts of the Ministry of Economic Development and Trade of Ukraine and Ukrainian Adventure and Eco Tourism Association

• **Roundtable discussion:** «Using of Internet-technologies in tourism».  
  **Organiser:** Department of Tourism and Resorts of the Ministry of Economic Development and Trade of Ukraine.

The events attracted more than 1,587 participants
The UITM mobile app is your perfect assistant at the show, helping you be more productive in planning meetings and attending business programme events. The app is available for FREE for all iOS and Android mobile devices.

More than 350 downloads during the working days of the exhibition

This year thanks to new format of expositions of the cities and regions of our country «Fair of tourist destinations of Ukraine», which allowed to present the tourism features of regions as effectively as possible, tourist companies an tourist routes from 20 regions and cities of Ukraine were presented at the exhibition.
See you at

 UITT

28–30 March 2018

UITM

3–5 October 2018

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