



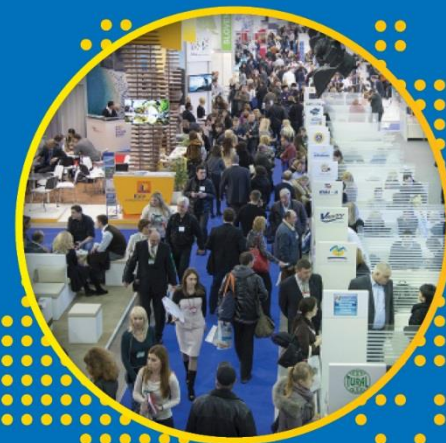
24<sup>th</sup> UKRAINE

INTERNATIONAL TRAVEL MARKET

4-6 October 2017

IEC, Kyiv, Ukraine

# POST SHOW REPORT



Organisers:



Supporters:



# 154

exhibiting companies

# 10 468

visitors

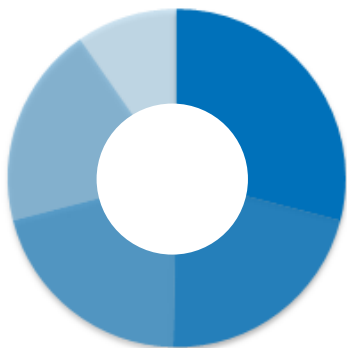
# 28

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 •

## Reasons for exhibiting\*:



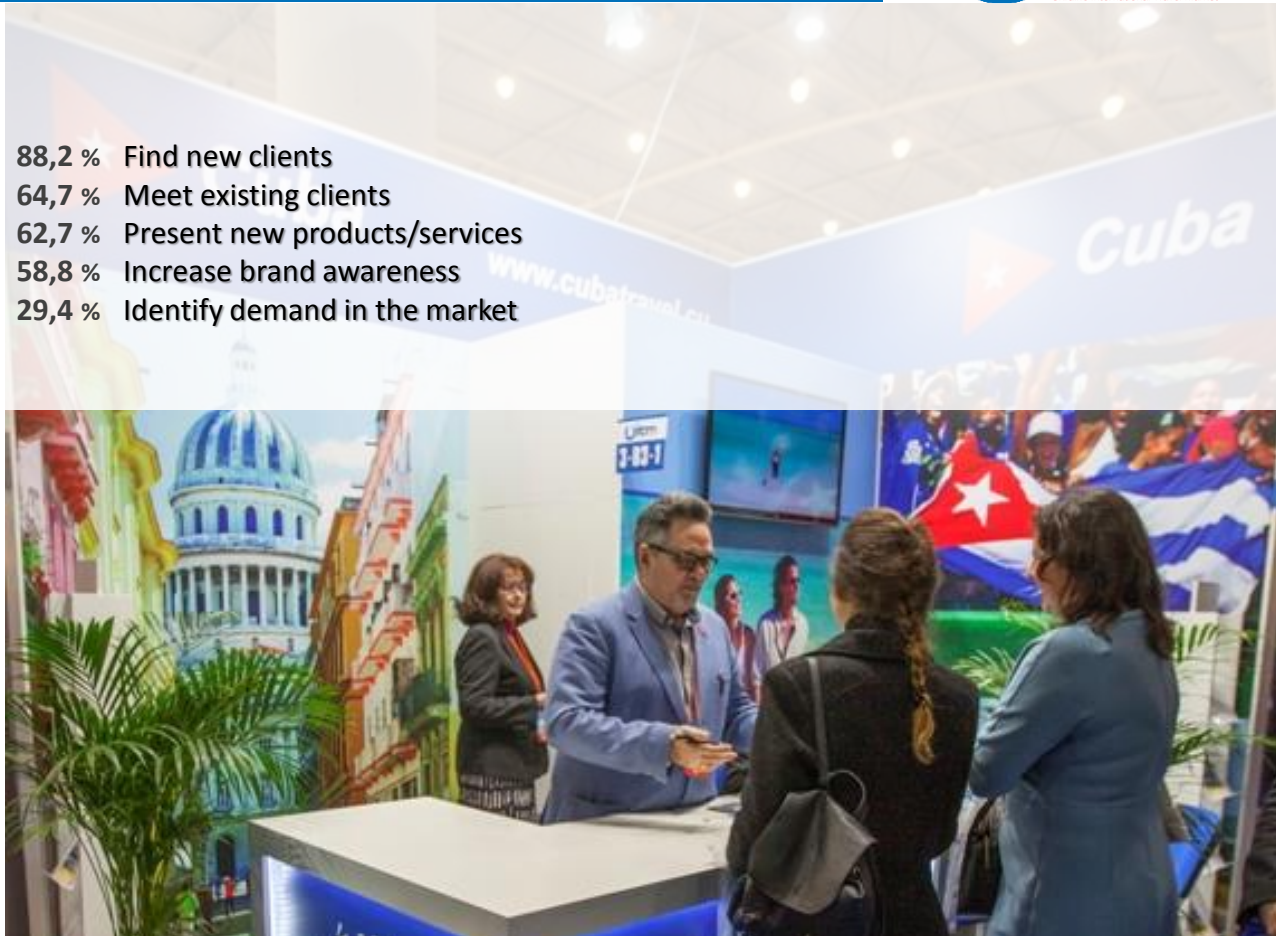
- 88,2 % Find new clients
- 64,7 % Meet existing clients
- 62,7 % Present new products/services
- 58,8 % Increase brand awareness
- 29,4 % Identify demand in the market

## Results of exhibiting\*:



- 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

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



\*Respondents could select more than one answer



**Polish Tourist Organization, Director of representative office Włodzimierz 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.

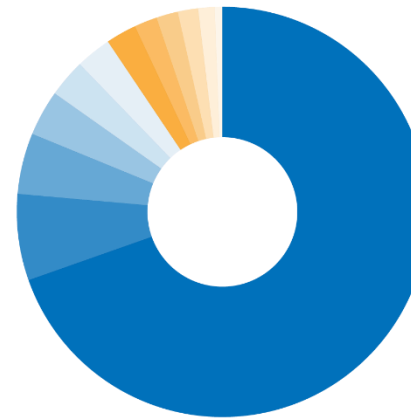
**Save Voyage (Maldives), tour operator, Sales & Marketing Director, Abdulla Riyaz :**

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.

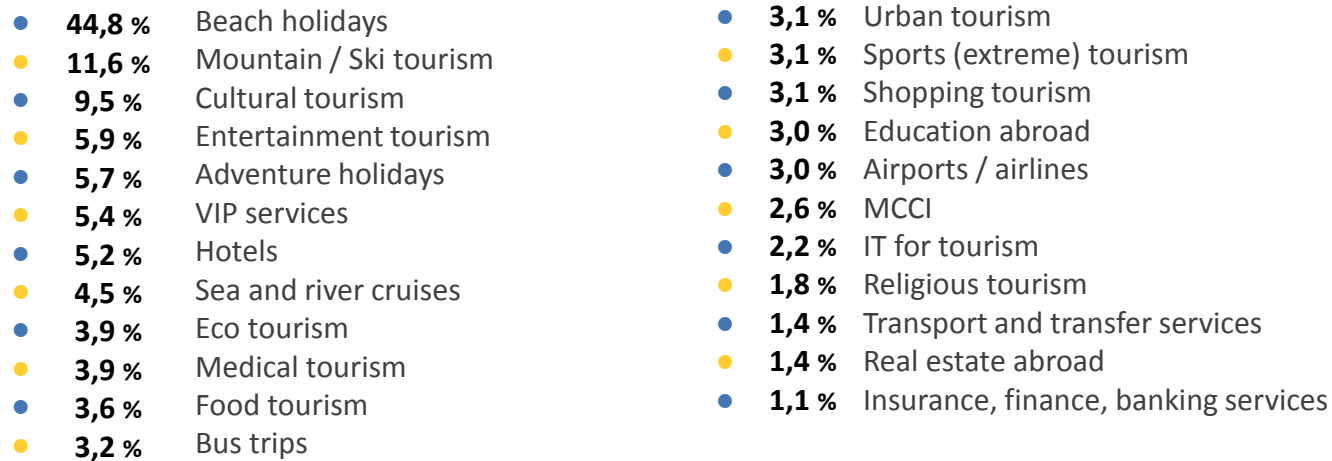
## Visitors' area of business:



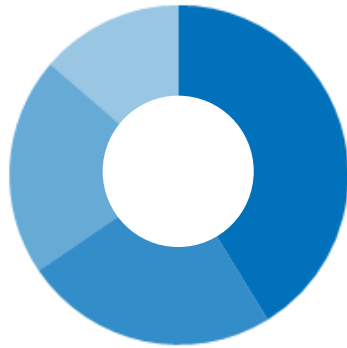
**91%**  
of exhibitors were  
satisfied  
with the quality and  
number of visitors

## Sectors of interest to visitors:

\* Respondents could select more than one answer



## 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

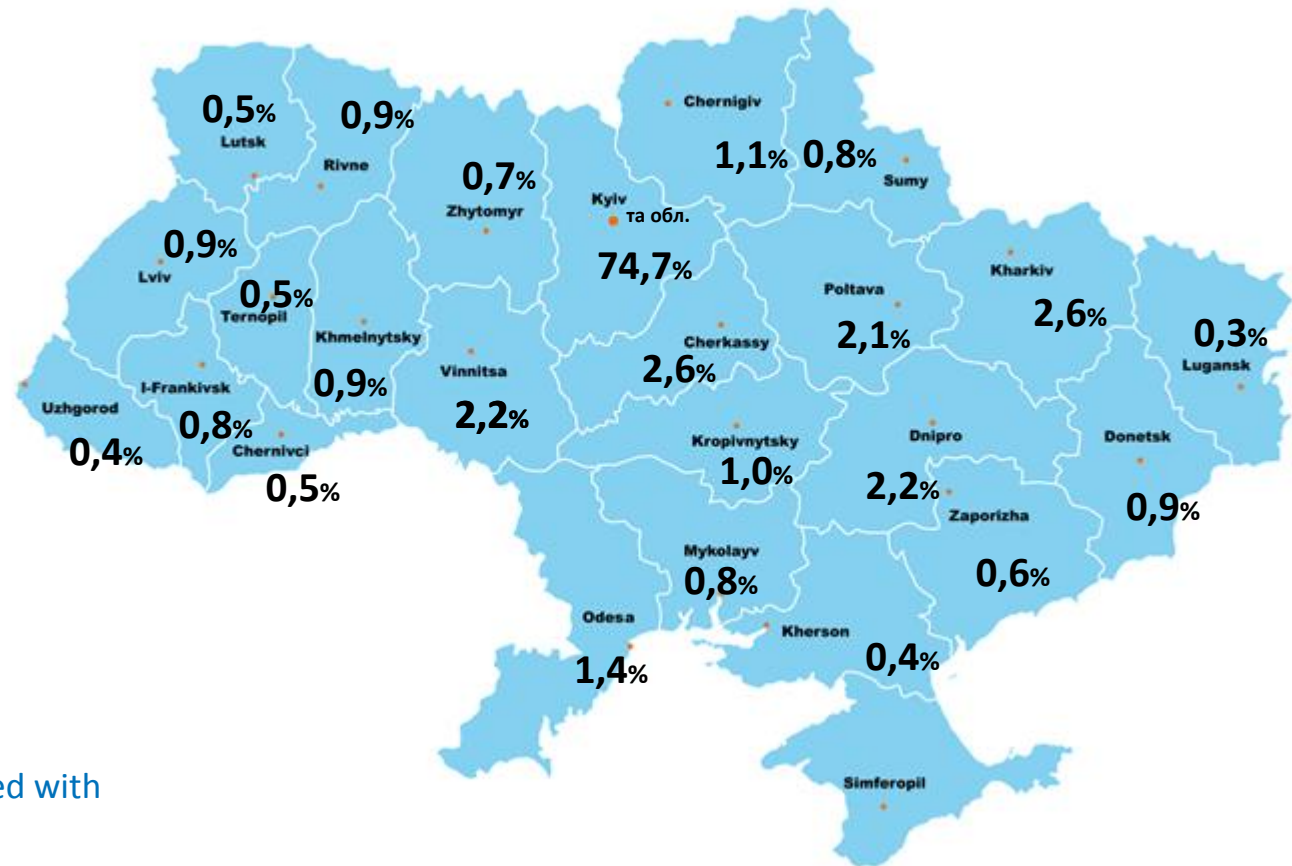
\*Respondents could select more than one answer

**89%** of visitors have authority of make contracts at sum valued of 100 000 UAH



## 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

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

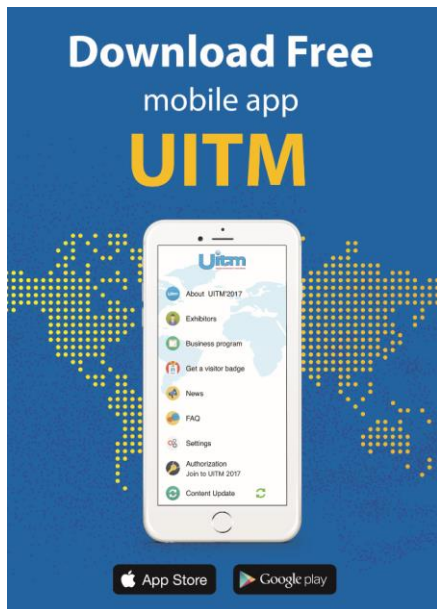
- **Roundtable discussion: «Using of Internet-technologies in tourism».**

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 and tourist routes from 20 regions and cities of Ukraine were presented at the exhibition.



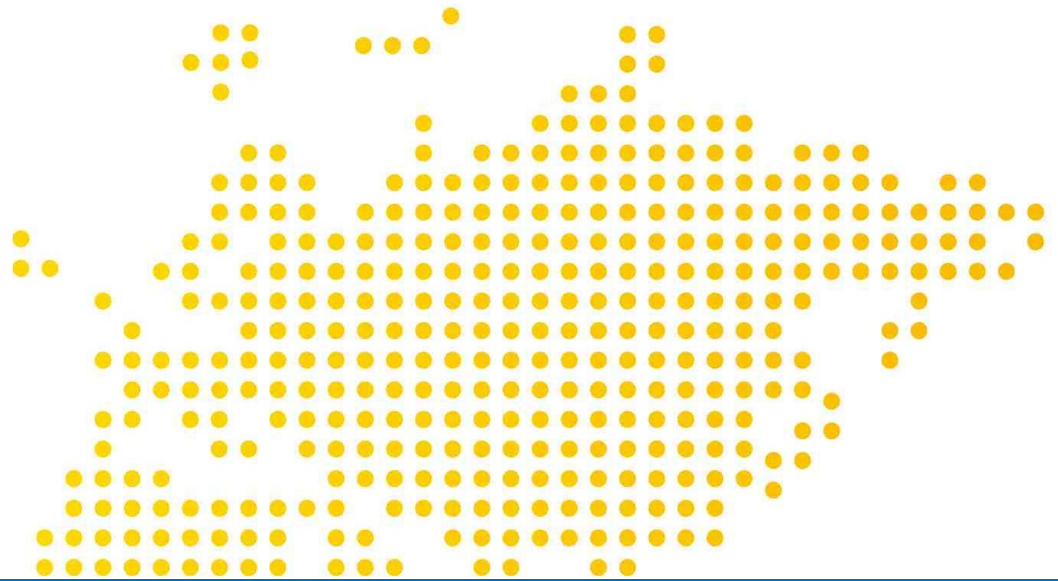
# See you at



**28–30 March 2018**



**3–5 October 2018**



Organisers:

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