

# Uitm

2021

27<sup>th</sup> UKRAINE INTERNATIONAL

TRAVEL MARKET

5-7 OCTOBER 2021

IEC • 15, Brovarskiy Ave • Kyiv • Ukraine

Supported by:



Meetings. Contacts. Business

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



27<sup>th</sup> INTERNATIONAL EXHIBITION *Ukraine*  
TRAVEL & TOURISM

# Uitt

2022

23-25 MARCH 2022

IEC • 15, Brovarskiy Ave • Kyiv • Ukraine

Supported by:



Meetings. Contacts. Business

[www.uitt-kiev.com](http://www.uitt-kiev.com)



# Facts and Figures

UITT and UITM are the leading exhibitions of spring-summer and autumn-winter seasons for Ukraine's travel and tourism industry.

They attract key international travel industry players looking for to promote their services and increase their presence in the Ukrainian market, present trends and new products, determine trends of the tourism market.

## UITT'2021 and UITM'2019 exhibitions' data



**329**

Exhibitors



**31**

Countries



**7543**

Visiting

Exhibiting at UITT & UITM is a highly effective way to promote your services and destination and to meet with thousands of professionals of the Ukrainian travel industry

About Ukraine: Territory – 603 628 sq.m • Population – 41,95 mln.



### Ukraine Outbound Tourism data, 2018-2020

	2018	2019	2020
Total departures('000)	28 013	28 880	11 250
% change	+5,9%	+3,1%	-61%

### Why to exhibit?

- 1 The seasons' largest events for tourism industry professionals
- 2 A wide range of offers for the spring-summer and autumn-winter seasons
- 3 Meet over 7543 travel industry professionals from across Ukraine and 42 other countries
- 4 Showcase your destination and travel services and increase brand awareness on the market
- 5 Establish contacts and form partnerships with top tour operators and travel agents
- 6 Learn more about the nuances of the Ukrainian market from experienced professionals
- 7 Ukrainians are interested in vacationing in Turkey and are ready to travel

# UITT & UITM EXHIBITORS

Exhibitors represent worldwide destinations from Asia, Europe, Africa, North and South America



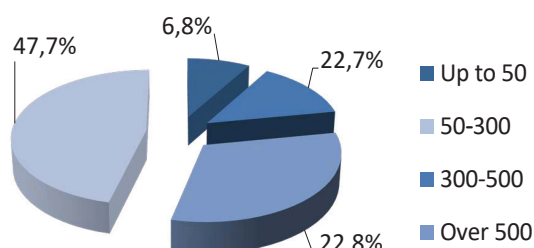
## Exhibition profile:

- National / regional tourism boards
- Tour operators and travel agencies
- Tourist accommodation
- Sale of rail and air tickets
- Airports and airlines
- Transport and transfer services
- Sightseeing and attractions
- Business events
- Conference services
- Insurance
- Real estate abroad
- IT for tourism

## Exhibitors' Profile, %



## Number of Trade Visitors at Exhibitors' Stands







## Visitors' area of business:

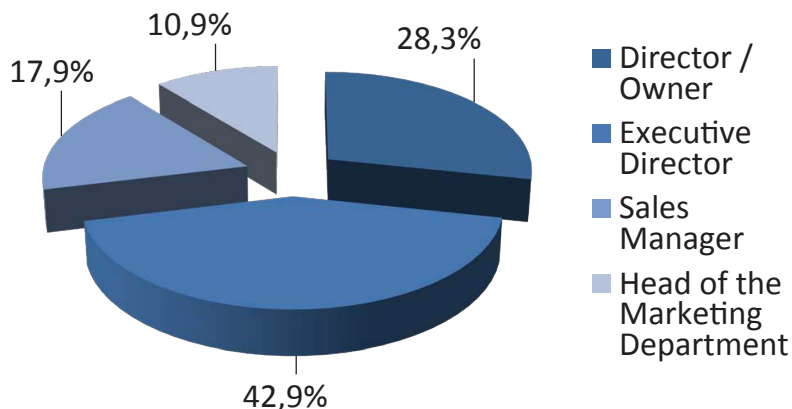
<b>73,4</b>	Tour operator / agent
<b>7,4</b>	Hotel / resort
<b>5,8</b>	National tourism board
<b>6,0</b>	Airport / airline
<b>2,8</b>	IT for tourism
<b>1,7</b>	Transport and transfer services (except airlines)
<b>1,6</b>	Real estate abroad
<b>1,3</b>	Education abroad

## Sectors of interest to visitors\*:

<b>44,8</b>	Beach holidays	<b>3,1</b>	Urban tourism
<b>11,6</b>	Mountain / Ski tourism	<b>3,1</b>	Sports (extreme) tourism
<b>9,5</b>	Cultural tourism	<b>3,1</b>	Shopping tourism
<b>5,9</b>	Entertainment tourism	<b>3,0</b>	Education abroad
<b>5,7</b>	Adventure holidays	<b>3,0</b>	Airports / airlines
<b>5,4</b>	VIP services	<b>2,6</b>	MCCI / MICE
<b>5,2</b>	Hotels	<b>2,2</b>	IT for tourism
<b>4,5</b>	Sea and river cruises	<b>1,8</b>	Religious tourism
<b>3,9</b>	Eco tourism	<b>1,4</b>	Transport and transfer services
<b>3,9</b>	Medical tourism	<b>1,4</b>	Real estate abroad
<b>3,6</b>	Food tourism	<b>1,1</b>	Insurance, finance, banking services
<b>3,2</b>	Coach trips		

\* Respondents could select more than one answer

## Job position of professional visitors



Organiser:

**PREMIER** EXPO

**Premier Expo**

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