



**Participants, organizers and guests of the 25th Ukraine International Travel Market
UITM'2018.**

Dear colleagues, partners and friends!

25 years is a whole life, during which Ukraine International Travel Market was a common platform for all interested parties of Ukrainian tourism. UITM is a true story of success in a quarter of century!

The National Tourism Organization of Ukraine highly appreciates our systemic partnership with Premier Expo ITE – the organizer of exhibition, on the development of the tourism industry in Ukraine and bringing tourism sector to the most balanced and sustainable model, based on the successful experience of our international partners.

An important indicator is that in recent years in many regions of Ukraine we have succeeded in changing the ideological attitude towards tourism among representatives of the state, business and community. Considerable attention was paid to the development of domestic and inbound tourism, marketing and branding of territories, quality and excellence of tourist products and entire destinations.

The revolution in the travel industry and technologies sets a new bar in the global competition of destinations with each other. It's not enough just to have a good offer, and a well-taken ad. Cities and countries that consolidate their efforts to create an integrated quality system, human resource development and integrated marketing win the competition for the attention of consumers. It is this consolidation that takes place here - in the tourist salon. UITM is not just an exhibition, it is a constantly acting communication platform.

Realizing Global Challenges and the United Nations Sustainable Development Goals (SDGs), taking advantage of the occasion of the 25th anniversary of UITM, we decided to present the Ukrainian cities and regions by combining them into new exposition made in environmental friendly design with a new name - Ukrainian Hospitality Days (UHD).

UHD is a new stage in the life of UITM and we believe in the successful future of Ukraine and Ukrainian tourism!

I sincerely wish all the participants and visitors of UITM bright impressions, fruitful communication and new opportunities for development!

Everything will be tourism!

Ivan Liptuga

President of the National Tourism Organization of Ukraine
Advisor to the First Vice Prime Minister – Minister of Economic Development and
Trade of Ukraine