

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

**Uitt** 2021

**24-26 MARCH 2021**

IEC • 15, Brovarskiy Ave • Kyiv • Ukraine

Supported by:



National  
Tourism  
Organization  
of Ukraine

Meetings. Contacts. Business  
[www.uitt-kyiv.com](http://www.uitt-kyiv.com)



**Uitm** 2021

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

**TRAVEL MARKET**

**6-8 OCTOBER 2021**

IEC • 15, Brovarskiy Ave • Kyiv • Ukraine

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of Ukraine

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



# 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.



**509** Exhibitors



**36** Countries



**23449** 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.



## Inbound Tourism data, 2017-2019

	2017	2018	2019
Total arrivals('000)	14 421	14 342	13 559
% change	+6,0%	-0,5%	-5,4%

## Outbound Tourism data, 2017-2019

	2017	2018	2019
Total departures('000)	26 437	28 013	28 880
% change	7,2%	+5,9%	+3,1%

## Exhibition profile:

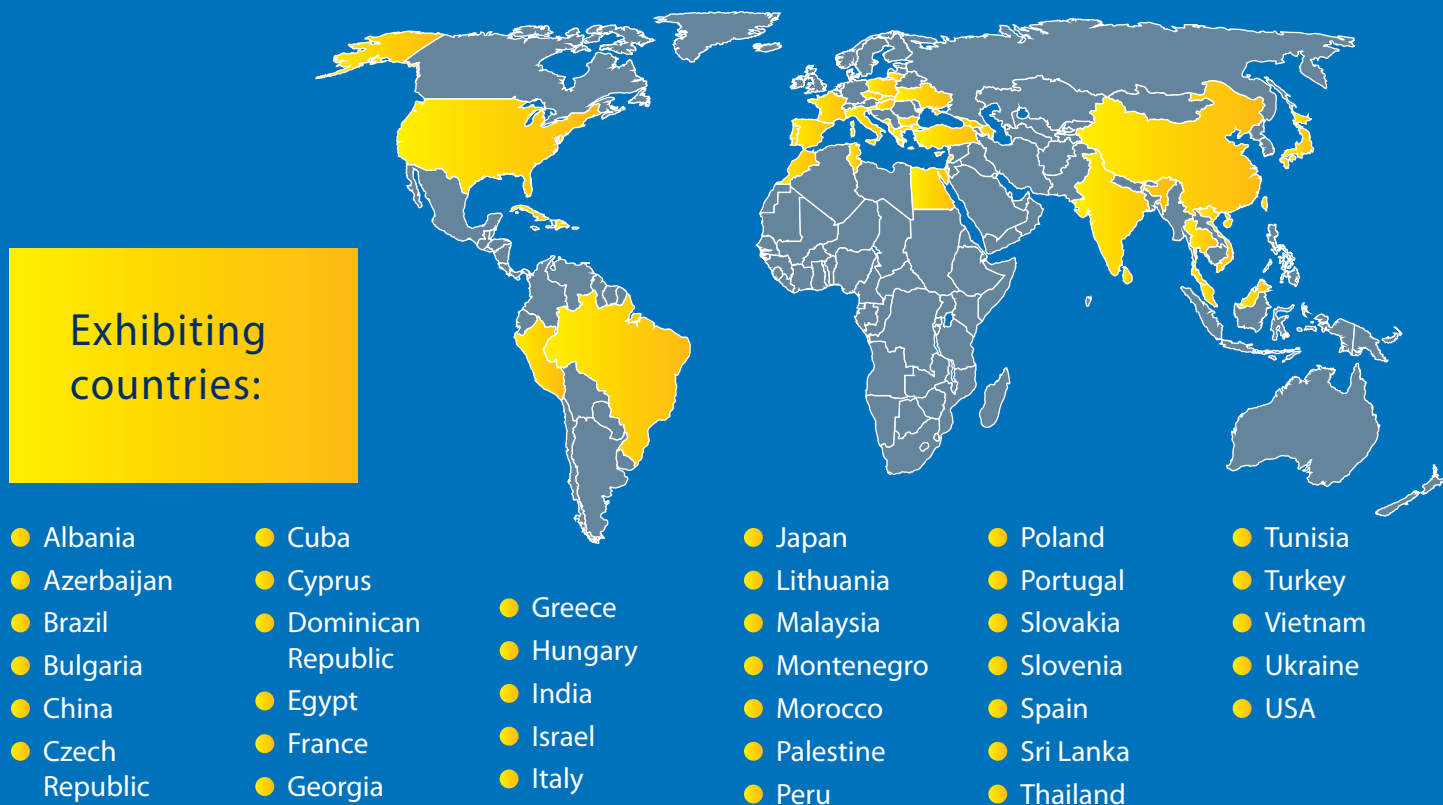
- National / regional tourism boards
- Tour operators and travel agencies
- Tourist accommodation
- Sale of rail and air tickets
- Airports and airlines
- Transport and transfer services
- Sightseeing and attractions
- Business events
- Conference services
- Insurance
- Real estate abroad
- IT for tourism

## 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 Take part in an extensive business programme (over 200 hours of discussion panels, seminars, conferences, presentations and workshops):
  - Announce new destinations
  - Present routes and bonus programmes
  - Assess sales

# UITT & UITM EXHIBITORS

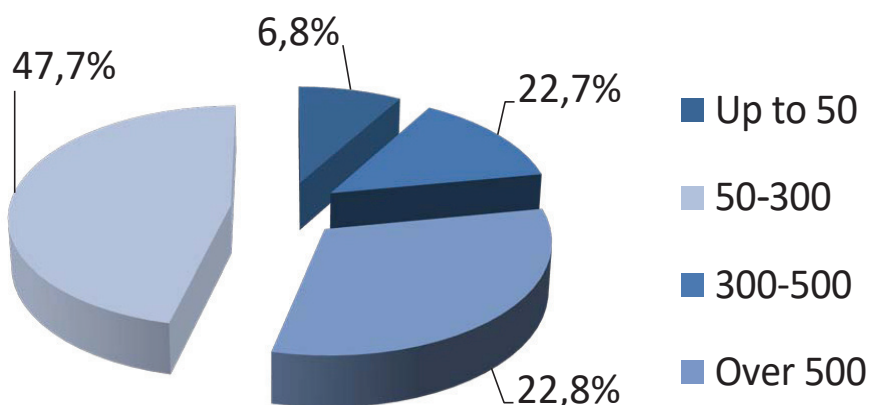
Exhibitors represent worldwide destinations from Asia, Europe, Africa, North and South America



## Exhibitors' Profile, %



## Number of Trade Visitors at Exhibitors' Stands





## Visitors' area of business:

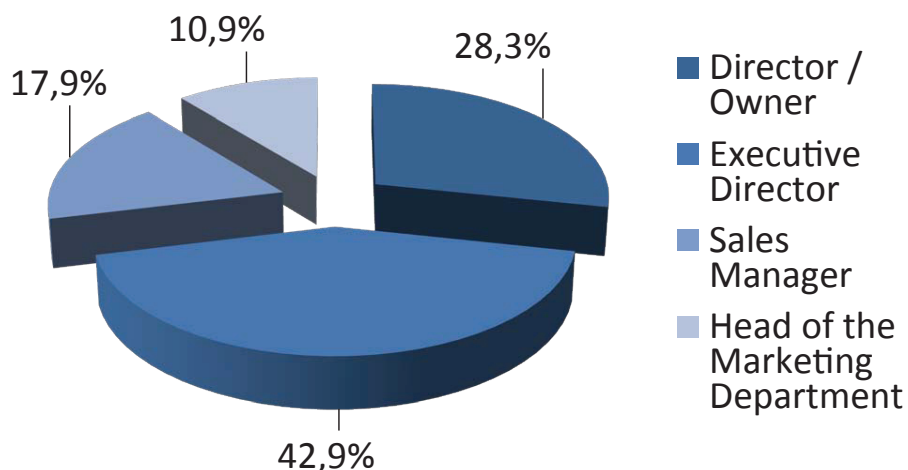
73,4	Tour operator / agent
7,4	Hotel / resort
5,8	National tourism board
6,0	Airport / airline
2,8	IT for tourism
1,7	Transport and transfer services (except airlines)
1,6	Real estate abroad
1,3	Education abroad

## Sectors of interest to visitors\*:

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

\* Respondents could select more than one answer

## Job position of professional visitors



Organiser:

**PREMIER EXPO**



**Premier Expo**

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