

18th Ukraine International Travel & Tourism Exhibition
28-30 March 2012
IEC, Kiev, Ukraine



UITT 2012 Presentation

www.uitt-kiev.com



The leading travel exhibition in Ukraine

17th The Ukraine International Travel & Tourism Show

The Ukraine International Travel & Tourism exhibition (UITT) is the largest and most important travel industry event in Ukraine. It attracts key international travel industry players looking to promote their services and increase their presence in the Ukrainian market. UITT once again proved to be invaluable for participants wanting to generate new business and assess the development of the Ukraine travel market



| | |
|---------------------------|---------------------------------------|
| Venue | IEC (International Exhibition Centre) |
| No. of Exhibitors | 710* |
| No. of Countries /Regions | 55* |
| Exhibition Space | 11,034 m ² * |
| Visitors | 20,526* |

*Figures from UITT 2011

New Destinations for 2011

Exhibiting Countries

| | |
|--------------------|-----------------|
| Argentina | Malta |
| Brazil | Mauritius |
| Bulgaria | Montenegro |
| Canada | Morocco |
| China | Peru |
| Croatia | Poland |
| Cuba | Portugal |
| Cyprus | Russia |
| Czech Republic | Seychelles |
| Dominican Republic | Slovak Republic |
| Egypt | Slovenia |
| Georgia | South Africa |
| Germany | Spain |
| Greece | Sri Lanka |
| Hungary | Syria |
| India | Switzerland |
| Indonesia | Tanzania |
| Israel | Thailand |
| Italy | Tunisia |
| Jordan | Turkey |
| Latvia | UAE |
| Malaysia | Ukraine |
| Maldives | UK |
| | USA |

New destinations for 2011

- Sri Lanka
- Syria
- Tanzania
- Montenegro
- Indonesia
- Jurmala Tourism board (regional)



Why Ukraine?

The Ukrainian market is the 2nd largest after Russia in the region of the former Soviet Union region. UITT is a natural follow-up for MITT, comprising similar consumer spending power and expectations but still a stage behind Russia in terms of its tourism development, making it an ideal investment opportunity.

Over recent years, the government of Ukraine has placed a greater emphasis on developing its tourism industry. The Ukrainian Association of Tour Business reported that generally the outbound traffic from Ukraine in 2010 increased by 15-20%, and although this is less than total numbers sent in 2008, they expect an overall increase in 2011.*1

Outbound tourism in 2010 was 17.2 mln people (12% increase compared to 2009). The most significant growth was recorded by the following destinations: Germany – 100% (by 193,300 tourists), Hungary – 12% (by 186,700 tourists), Greece – 61% (by 24,000 tourists), Italy – 13% (by 13,100 tourists), Poland – 35% (by 1 mln tourists), Georgia – 32% (by 7,700 tourists), Egypt – 39% (by 88,124 tourists).*2



Popular destinations for Ukrainian tourists*2:

- Egypt - 328,623 tourists
- Turkey – 459,061 tourists
- Hungary – 1,789,308 tourists
- Slovakia – 383,961 tourists

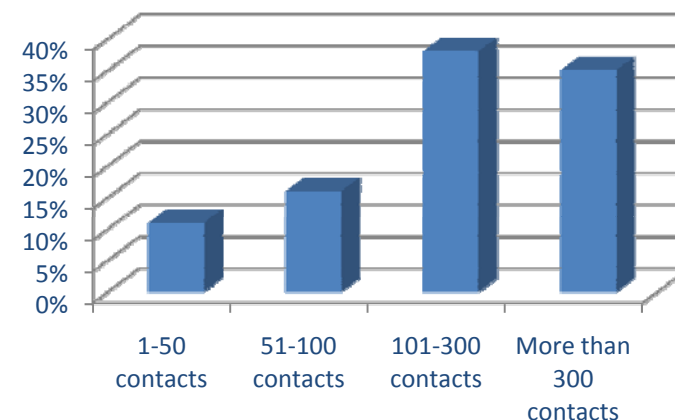
*1 Source: TMI Consultancy Newsletters

*2 Source: State Service for Tourism and Resorts
www.ukrtourism.com.ua

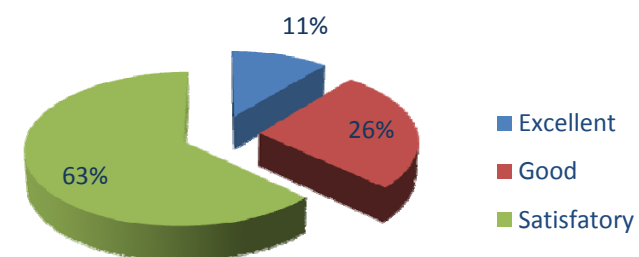
UITT 2011 Exhibitor Feedback



- 38% of participants made 101-300 contacts as a result of the exhibition
- 35% made more than 300 contacts
- 16% made between 51-100 contacts
- 11% made less than 51



- 11% of exhibitors rated the quality of visitors as excellent
- 63% rated the quality of visitors as good
- 26% rated the quality of visitors as satisfactory



UITT 2011 Awards

Best Newcomer

Natalie Tours

Best Stand Display

Dubai DTCM (Department of
Tourism and Commerce Marketing)

Best Country Presentation

Turkish Ministry of Tourism

Best Stand Design

Cyprus Tourism Organisation
Croatian National Tourism Board



UITT 2011 Exhibitor Feedback

In 2011, Bulgaria has increased its presence at the exhibition UITT ...We are pleased with the results of the exhibition: a lot of signed contracts, the stand was visited by more visitors. Audience is of good quality - travel agencies and tourists. The popularity of our stand was a good confirmation of the fact that holidays in Bulgaria is very popular among Ukrainian tourists. We increased the budget allocated for the organization of national stand of Bulgaria, because we see real benefits from this exhibition. We plan to increase the area stand at UITT 2012....

Zlatka Ilkova, Department of Marketing, Advertising and Information in Tourism, Bulgaria

According to forecasts of Ministry of Tourism Israel, the flow of Ukrainian tourists to Israel after the abolition of the visa regime between the two countries in February 2011 should grow significantly, which is why this year our country has increased its presence at the exhibition.....All participants in Israel's collective stand at the exhibition UITT 2011 were satisfied with its results and the number of signed contracts and acquired agents.

We expect the positive dynamics of growth of the tourist flow from Ukraine.

Anna Serokurova, Representative of the Ministry of Tourism of Israel in Ukraine



In 2011, the exhibition is more successful than the previous one. I want to note a very high level of organization of the event...We consider Ukraine as one of the most promising markets for the promotion of tourist products of our country, the number of Ukrainian tourists increases every year. Therefore, tour companies from Indonesia must be present at UITT 2012.

Sadar Pakarti Budi, Director of marketing development, Ministry of culture and tourism, Republic of Indonesia, Directorate General of Tourism Marketing



UITT Organisers



UITT is organised by ITE Group Plc. The company was established in the early '90s when the founders of ITE launched a series of trade events in the new market economies of Russia and the CIS. Today, the group organises around 180 trade exhibitions and conferences each year in 11 countries and employs over 800 staff in 23 offices worldwide. The travel division organise annual events in Novosibirsk, Kiev, Istanbul, Moscow, Almaty, Astana and Baku.



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Book your stand now at ITE travel exhibitions for 2012



Astana Leisure
27-29 September 2011
Astana, Kazakhstan

1,150 m² space
60 exhibitors
3,700 trade visitors

€260 per m² space only
€320 per m² equipped stand
€550 registration fee



EMITT
9-12 February 2012
Istanbul, Turkey

50,176 m² space
3,000 exhibitors
52,800 trade visitors

€195 per m² space only
€248 per m² equipped stand
€590 registration fee



MITT
21-24 March 2012
Moscow, Russia

51,215 m² space
3,000 exhibitors
79,930 visitors

€399 per m² space only
€499 per m² equipped stand
€1035 registration fee



UITT
28-30 March 2012
Kiev, Ukraine

11,034 m² space
710 exhibitors
20,526 visitors

€280 per m² space only
€350 per m² equipped stand
€800 registration fee
[Space Application Form](#)



AITF
12-14 April 2012
Baku, Azerbaijan

4,032 m² space
230 exhibitors
6,309 visitors

€265 per m² space only
€315 per m² equipped stand
€750 registration fee
Space Application Form



Toursib
12-15 April 2012
Novosibirsk, Russia

2,588 m² space
250 exhibitors
3,500 visitors

€180 per m² space only
€230 per m² equipped stand
€280 registration fee



KITF
25-27 April 2012
Almaty, Kazakhstan

7674 m² space
500 exhibitors
7,140 visitors

€335 per m² space only
€395 per m² equipped stand
€800 registration fee