

**To the participants, organizers and guests of
the 25th Anniversary Ukraine International Travel & Tourism Exhibition -
UITT'2019**

Ladies and gentlemen!

On behalf of the World Tourism Organization (UNWTO), I want to congratulate all the participants, guests and organizers on the 25th anniversary of the UITT Ukraine International Travel&Tourism Exhibition.

Tourism is today a key player in international trade and a leading source of income for many developing countries. As the specialized agency of the United Nations promoting tourism for sustainable development, UNWTO stresses tourism's positive spill-over effects to many related sectors, ranging from infrastructure to agriculture or transportation, while being a reliable partner for generating employment.

UNWTO is pleased to cooperate with Ukraine to further advance international tourism. In its 25th anniversary, UITT has established itself as a platform for dialogue, expansion and strengthening of ties along the tourism value chain for many countries from all world regions.

I am pleased to observe how Ukraine has actively developed the areas of cultural, eco, business and, more recently identifying the potential of gastronomic tourism. At the same time we commend Ukraine for not only looking the quality of its tourism offer, in line with 2019 being the year of quality and excellence in tourism in Ukraine.

I congratulate UITT'2019 on this important anniversary and trust that this will be another successful edition for participants, organizers and Ukraine.



**Zurab Pololikashvili
Secretary-General
World Tourism Organization (UNWTO)**