

**To participants, guests and organisers  
of the 24<sup>th</sup> Ukraine International Travel & Tourism Exhibition '2018**

Dear colleagues!

On behalf of the Ministry of Economic Development and Trade of Ukraine, I greet all those present at the opening of the 24<sup>th</sup> Ukraine International Travel & Tourism Exhibition '2018. Tourism remains one of the priority directions of social and economic development of many countries of the world, plays a significant role in their domestic policy and promotion of interests in the international arena. There is a real tourist boom in the world, 1.2 billion foreign trips were made by tourists last year.

The most popular destination is Europe. Infrastructural security and unlimited tourist resources allow Ukraine to compete on an equal footing with the tourism market in Europe. However, to satisfy a finicky foreign tourist is possible only by improving the quality level of tourist services. The state policy in the sphere of tourism today is focused on the formation of competitive tourist product and positive image of Ukraine. I am sure that by consolidating efforts of the authorities, public organizations and players in the tourism business, we will be able to achieve the desired goal and take a proper place among the priority destinations of Europe.

I wish UITT exhibitors and guests fruitful work, establish partnership relations and successful implementation of projects launched during the exhibition.

Director of the Department of Tourism and Resorts  
Ministry of Economic Development and Trade of Ukraine

Oksana Serdyuk