

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

Ladies and gentlemen,

On behalf of the World Tourism Organization (UNWTO), the United Nations Specialized Agency, I would like to welcome all the participants, guests and organisers of the 24th Ukraine International Travel & Tourism Exhibition - UITT'2018.

Tourism brings together people from all over the world, by promoting cultural exchange, economic growth and business development as proven by this year UITT exhibition, which unites participants from the five continents. All of us work for development of the tourism sector. Thanks to our joint efforts in 2017, international tourism reached new records - 1.322 billion tourists travelled around the world.

Development of the world tourism creates not only enormous opportunities for economic growth and development in many countries, but also generates new challenges for the international tourist community. We need to adapt quickly to the changes that we will face: technological revolution, limited natural resources and safety challenges.

I believe that together we will continue to advance the competitiveness of the tourism sector with contribution of such events as UITT. International tourism exhibitions serve as one of the main platforms for dialogue, expansion and strengthening of business relations between representatives of the tourism industry of different countries.

I am confident that UITT'2018 will attract even more attention of international tourist operators towards Ukraine, as a country with incredible tourist potential that meets travelers from all over the world and is open for investment.

I wish all UITT 2018 participants and guests prosperity, development and new business perspectives!



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