



**Uitt**  
2009

Partner Destination 2009  
**DUBAI**



**25 – 27 March 2009**

Kiev, International Exhibition Centre

15th Ukraine International Exhibition

# **TRAVEL & TOURISM**

## **2009 POST SHOW REPORT**

[www.uitt-kiev.com](http://www.uitt-kiev.com)

Organised by:



**PREMIER**  
EXPER



## *EVENT OVERVIEW*

The 15<sup>th</sup> UITT exhibition once again proved invaluable both for finding out about the development of the Ukraine travel market and generating new business from the region.

<i>EXHIBITION SPACE:</i>	12,500 m <sup>2</sup> gross, 6,900 m <sup>2</sup> net
<i>EXHIBITING COMPANIES:</i>	761 (main stand holders + stand sharers)
<i>PARTICIPATING COUNTRIES/REGIONS:</i>	71
<i>VISITORS:</i>	15,960
<i>SUPPORTED BY:</i>	The United Nations World Tourism Organization (UNWTO) Ministry of Culture and Tourism of Ukraine Kyiv City State Administration
<i>MEMBER OF:</i>	ITTF CECTA ICCA PATA
<i>PARTNER DESTINATION:</i>	Dubai





# SHOW PROFILE

## EXHIBITING COUNTRIES:

**A**rgentina **A**ustria  
**B**razil **B**ulgaria  
**C**hile **C**hina **C**roatia **C**uba **C**yprus **C**zech Republic  
**D**ominican Republic  
**E**cador **E**gypt  
**F**inland **F**rance  
**G**eorgia **G**ermany **G**reece  
**H**ungary  
**I**ndia **I**ndonesia **I**ran **I**srael **I**taly  
**J**ordan  
**K**enya  
**L**ebanon **L**ithuania  
**M**alaysia **M**aldives **M**alta **M**auritius **M**orocco  
**P**eru **P**oland **P**ortugal  
**R**ussia  
**S**an Marino **S**erbia **S**eychelles **S**lovak Republic **S**lovenia  
**S**outh Africa **S**pain **S**witzerland **S**weden  
**T**hailand **T**unisia **T**urkey  
**U**AE **U**kraïne **U**nited Kingdom **U**SA  
**V**ietnam

## EXHIBITION SECTORS :

Accommodation Facilities  
Activity & Adventure Travel  
Airport Services  
Business & Incentive Travel  
Camping  
Car Rental  
Coach Operator  
Conference & Incentive Facilities  
Cruise Lines & Ferries  
Special Needs Tourism  
Eco-Tourism  
Educational Travel  
Golfing Holidays  
Insurance & Banking  
Luxury Service  
Marketing Services  
Media  
Medical Tourism  
Tourist Boards and Government Agencies  
Safari  
Skiing Holidays  
Reservations Systems & Telecommunications  
Ticketing Service  
Travel Agents and Tour Operators  
Tourist Attraction  
Trains Travel Trade Associations  
Yachting



## *OUR PROGRESS*

Following the success of last year's 'trade only' visitor days, the first two days were dedicated to business

The national stands of **Indonesia** and **Lebanon** and took part in the exhibition for the first time at UITT.

This year, a new sector for **medical tourism** was launched, featuring well-known health resorts in Ukraine and abroad.

The traditional **Gala Reception** was held at the Rus Hotel on 25 March. The evening began with cocktails, followed by the Awards Ceremony and live music.

The international winners of **UITT Awards 2009** were:

BEST DESTINATION – Dubai  
BEST NEWCOMER– Lebanon  
BEST NATIONAL STAND – Italy

BEST STAND DESIGN – Bulgaria  
CONTINUED SUPPORT – Turkey & Spain  
SUPPORT FOR NATIONAL COMPANIES – Greece

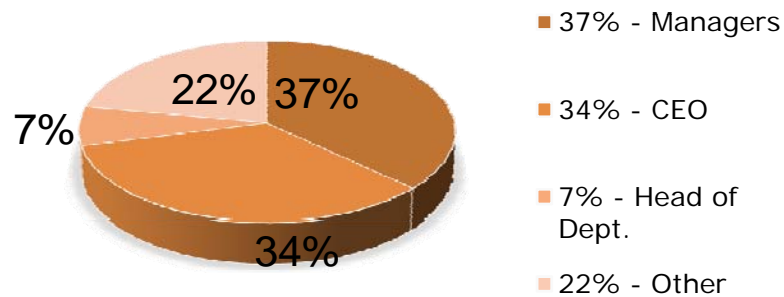




# STATISTICS

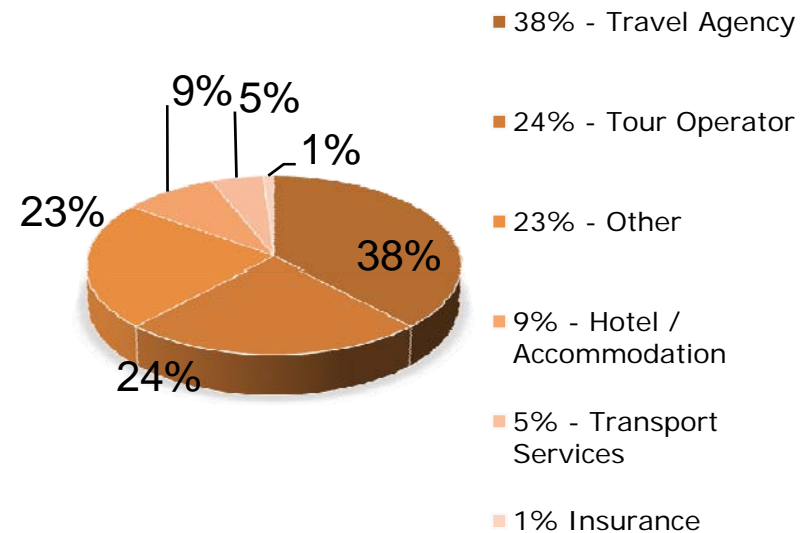
## VISITORS

### Position of Visitors



\* As a % of the total number of registered visitors who answered this question

### Sector represented by Visitors



\* Question with several alternatives.

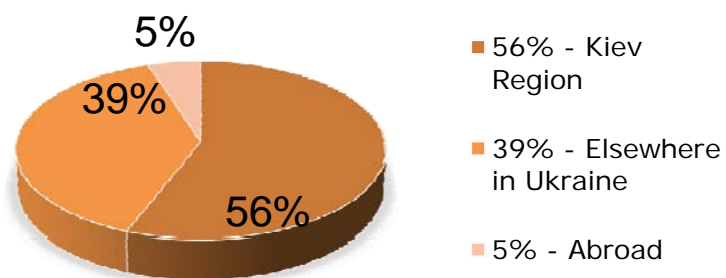
\* As a % of the total number of registered visitors who answered this question



# STATISTICS

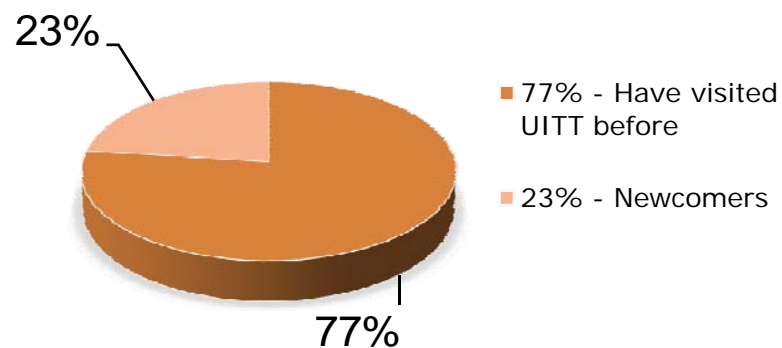
## VISITORS

### Origin of Visitors



\* As a % of the total number of registered visitors who answered this question

### New vs Regular Visitors



\* Question with several alternatives.  
 \* As a % of the total number of registered visitors who answered this question



## EXHIBITOR SATISFACTION

“

Ukraine is a big market – 45 million people. We hope that this Ukrainian market will be very important for us in the future.

UITT was successful. There was a more positive atmosphere this year – every year, we get better results from the show.

**Mladen Falkoni, Hrvatska, Croatia**



The ENIT (Italian State Tourist Board) continues its marketing activities in Ukraine, working from its representative office in Moscow. There is a growing recognition of the huge potential in the Ukrainian travel and tourism market. The participation at UITT 2009 was very useful to analyse the current situation in the Ukrainian tourism market, to meet and discuss current issues with Ukrainian tour operators. UITT has proved a profitable and timely promotional activity for our company.

**Elena Gabdulvalieva, ENIT Moscow , Italy**

Without a doubt, the spring exhibitions in Moscow (MITT) and Kiev (UITT) have seen a marked increase of interest amongst travel trade. The stands of Dubai in Moscow and Kiev, where the emirate exhibited as a Partner Destination, were visited by 10-15% more travel trade professionals than last year. There was a noticeable increase in the number of decision-makers amongst the visitors: directors and destination managers of travel companies. We also recorded an increase in the number of tour operators present.

**Sergey G. Kanaev, DTCM-Russia, CIS & Baltic States**



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# PHOTOS



INDONESIA



GREECE



CZECH REP



SPAIN



DUBAI



ITALY



OVERVIEW



ISRAEL



TURKEY



## ORGANISERS



UITT is the leading event for the Ukrainian travel market.

The event benefits from the expertise of experienced managers, sales staff, event co-ordinators, technical experts, marketers, designers and agents.

If you are interested in receiving more information about UITT, please contact one of the offices below. For all general enquiries, please contact the London office.

### BOOK NOW TO SECURE YOUR PARTICIPATION AT UITT 2010!

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