

Uitt
2008



26 – 28 March 2008

Kiev, International Exhibition Centre

14th Ukraine International Exhibition

TRAVEL & TOURISM

2008 POST SHOW REPORT

www.uitt-kyiv.com

Organised by:



PREMIER
EXPER



EVENT OVERVIEW

The 14th UITT exhibition once again achieved record numbers of visitors and exhibitors who met and discussed business throughout their three days' trip to Kyiv.

EXHIBITION SPACE:	14,215 sq.m
EXHIBITING COMPANIES:	892 (main stand holders + stand sharers)
PARTICIPATING COUNTRIES/REGIONS:	77
VISITORS:	13,240
SUPPORTED BY:	The United Nations World Tourism Organization (UNWTO) Ministry of Culture and Tourism of Ukraine Kyiv City State Administration
MEMBER OF:	ITTFA CECTA ICCA PATA



THE FIGURES

UITT08 SHOW ANALYSIS

UITT, Ukraine's largest and most important travel industry event, took place on 26-29 March 2008 at the **largest** exhibition complex in Ukraine, the International Exhibition Centre (IEC).

39% growth in international participation.

892 international and local companies exhibited at the event.

14,215 gross square metres of exhibition area.

77 countries and regions participated in UITT 2008.

13,240 visitors attended UITT 2008.



SHOW PROFILE

EXHIBITING DESTINATIONS:

Austria
Bulgaria
Catalonia **C**hina **C**roatia **C**uba **C**yprus **C**zech Republic
Denmark **D**ominican Republic
Egypt
France
Georgia **G**ermany **G**reece
Hungary
India **I**ndonesia **I**srael **I**taly
Jordan
Kenya **K**orea
Lithuania
Malaysia **M**aldives **M**alta **M**auritius **M**ontenegro **M**yanmar
Norway
Peru **P**oland
Romania **R**ussia
San Marino **S**eychelles **S**ingapore **S**lovak Republic **S**lovenia
South Africa **S**pain **S**witzerland **S**yria
Tanzania **T**hailand **T**unisia **T**urkey
UAE **U**ganda **U**kraïne **U**nited Kingdom
Vietnam **V**enezuela

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

The President of Ukraine, Victor Yuschenko, officially launched Ukraine's 'Year of Tourism' on 26 March, the opening day of the **UITT2008** exhibition.

During the first two days the organisers implemented a new **trade visitors only** entrance procedure. **93%** of the total number of visitors on the first and second days were travel trade professionals.

The national stands of **Czech Republic, Italy, Korea, Singapore, Syria** and **Venezuela** took part in the exhibition for the first time at UITT.

This year, for the first time, the whole of **Hall 2** was dedicated to the **local** Tour Operators.

The traditional **Gala Reception** was held at the President Hotel on 26 March. The evening began with cocktails, followed by the Awards Ceremony and live music.

The international winners of **UITT Awards 2008** were:

BEST PRESENTATION OF A TOURIST PRODUCT – CzechTourism

BEST INTERNATIONAL DEBUT – ENIT – Italian State Committee for Tourism

BEST NATIONAL STAND – Turkish Travel Information Office

A special **JOINT EFFORT & INNOVATIVE APPROACH TO ORGANISING A NATIONAL STAND** award went to Polish Tourist Board and Atlas Business Service Ltd.

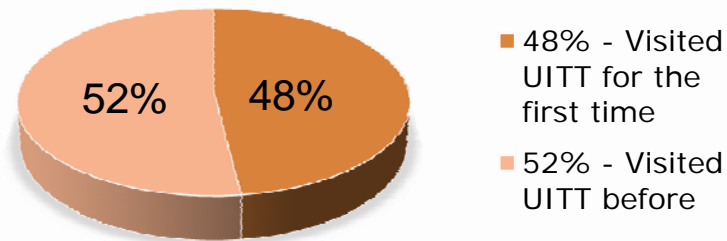




STATISTICS

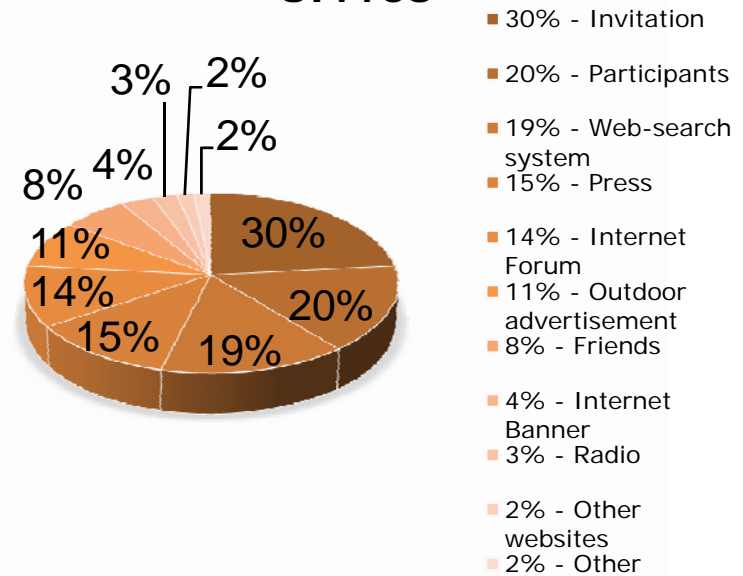
VISITORS

Ratio of visitors who previously attended UITT to those who attended UITT08 for the first time



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

Source of information about UITT08



* Question with several alternatives.

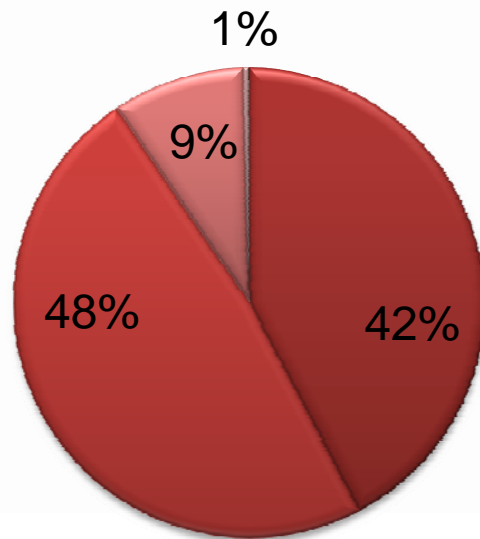
* As a % of the total number of registered visitors who answered this question



STATISTICS

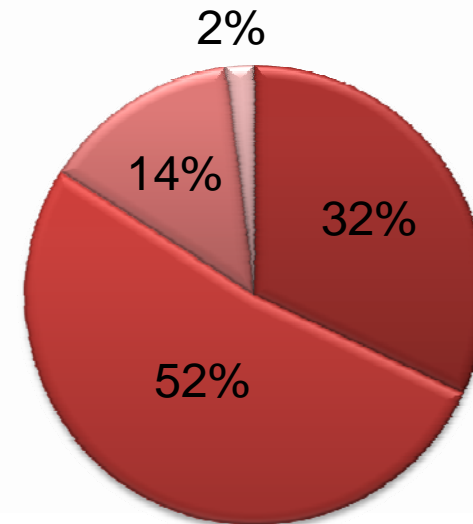
EXHIBITORS

How do you rate the quantity of visitors at UITT 2008?



■ Excellent ■ Good ■ Average ■ Poor

How do you rate the quality of visitors at UITT 2008?



■ Excellent ■ Good ■ Average ■ Poor



EXHIBITOR SATISFACTION

“

UITT 2008 in Ukraine is the most efficient tool for selling travel services by big operators.

Olena Holota
Coral Travel, Advertising Expert

Last year, our stand was half the size. What we managed to do was to provide the people with information about the tourist potential of Jordan and establish some business contacts. The result was that since this year, tours for 40-50 persons have become popular, there are requests on charter flights, and negotiations have even started with the regional air carrier to launch a regular flight. If last year we had 3-4 preliminary requests as a result of the exhibition, now we are taking home more than 10 arrangements certain to 99%. What the exhibition provides exhibitors with: it transforms the work of tour operators into real facts.

Jussef Hussein
Exhibition Project Manager, Jordan Tourism Board

Our great thanks to the organisers, in particular the technical support. We were deeply impressed with the first day of the exhibition when our stand, as well as Slovakia in general, attracted a great deal of interest amongst the citizens of Ukraine, Belarus, and Moldova.

Liubitsa Alushytsova
Representative Office of Slovak Tourist Board, Embassy of the Slovak Republic

Ukraine is one of the major markets we work with. Thus our main purpose here is to tell the UITT 2008 visitors about excellent tourist opportunities Thailand offers. There is nothing secret that Ukrainians prefer active rest, and we can offer them a lot!

”

Pattara Anong Na Chiang Mai
Thailand Tourist Board, Moscow Office, Deputy Director



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 2009!

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