

# LARGEST UKRAINIAN TOURISM EXHIBITION ATTRACTING EUROPE



The Ukraine International Travel & Tourism exhibition takes place between 26 and 26 March in Kyiv. UITT is the largest tourism industry event in the country.

Ukraine's largest exhibition for the travel industry, UITT 2010, opens on 24 March. The event has become a regular meeting place for the industry and an opportunity for destinations to showcase the best their country has to offer to an increasing number of Ukrainian travellers, as well as tour operators and travel agents.

In 2009, UITT featured 761 exhibitors and 71 destinations and, every year, the event attracts over 15,000 visitors. This year, UITT introduces two new destinations, Réunion and South Africa. In addition, Morocco will participate for the first time as the winner of UITT's 'wild card' initiative. Egypt, Israel and Czech Republic have all increased their stands at UITT, whilst other confirmed destinations include: Dubai, Greece, China, Jordan, Malaysia, Spain, Cuba and many more.

Europe continues to have a strong presence at the show, investing in the future and demonstrating its confidence in the Ukrainian market. According to Event Director, Maria Badakh, "Ukraine has struggled through the global crisis but confidence in the long-term growth of the tourism market is strong, particularly amongst European destinations. They have retained the same size stands as in previous years. We are also pleased to welcome Hungary back to UITT."

"One factor that is boosting European participation in the event, is the cancellation of visa requirements for European travellers staying for less than 180 days. In addition, the country's own tourism industry is seeing a healthy upturn due to plans for the country's hosting of the Euro 2012 football tournament," said Ms. Badakh.

The highlights of the 2010 event include:

- An international conference entitled 'Spa in Ukraine '10', organised jointly with the Ukrainian Spa Association on 24 March.
- The 4th edition of the international business forum 'Small Hotels & Apartments of Ukraine' organised with the Association of Small Hotels & Apartments of Ukraine on 25 March.
- The 5th edition of the MICE Ukraine international conference entitled 'Business Tourism - Ukraine', which will give delegates an insight into the industry, its audience, trends and prospects. It will also give participants a valuable opportunity to network with their peers.
- A section of the show will be dedicated to the growing market for medical tourism.

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