

Press Release

April 2010

**Ukraine's International Travel & Tourism Exhibition records its largest ever attendance**

UITT, Ukraine's largest travel event, took place on 24-26 March in the Kiev's IEC. Attendance of the event was up 9 % compared with the 2009 event, at 17,318. According to Event Director, Maria Badakh, this year saw an above average rise in visitor numbers, "Our improved online registration service made it much easier for visitors to get a ticket to the exhibition this year. In addition, feedback from exhibitors at this year's show indicates that more people than ever in Ukraine are travelling abroad on holiday. Our visitor figures appear to confirm this, which is excellent news for our exhibitors!"

This year, a wide range of companies from Ukraine and abroad competed for visitors' attention. The show featured 51 destinations, including five newcomers: Abu Dhabi, Mauritius, Réunion, South Africa and Azerbaijan. On the second day of the show, Maxim Shandarov, of Aviareps, who was promoting Mauritius, commented "We have already distributed almost all the collateral we had. [On the first day], I got around 200 business cards from different tourist agencies and I see that there are many travel agents who are interested in Mauritius, not only from Kiev but from other cities of Ukraine. We are already planning to come back next year". Morocco also participated for the first time as the winner of UITT's 'wild card' initiative.

European destinations came out in force, following the cancellation of visa requirements for European travellers staying less than 180 days. In total, 648 companies took part in UITT 2010.

The first two days of UITT 2010 were dedicated to trade only visitors, during which exhibitors met local tour operators, travel agents and other industry professionals, vital to their promotion amongst Ukraine's travelling public. On 26 March, UITT opened to the Ukraine's travelling public.

Every year, a number of events take place during UITT. This year, they included:

- 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 gave delegates an insight into the industry, its audience, trends and prospects. It also gave participants a valuable opportunity to network with their peers.
- A section of the show was dedicated to the growing market for medical tourism.

UITT 2011 will take place on 23-25 March.

Ends

Notes to editors

The 16th edition of UITT, the Ukraine International Travel & Tourism exhibition, took place on 24-26 March 2010 and covered 10,490 sqm of the International Exhibition Centre, Kiev, Ukraine.

UITT is officially supported by the Verkhovna Rada Committee on Family Affairs, Youth Policy, Sport and Tourism; the State Service for Tourism and Resorts of the Ministry of Culture and Tourism of Ukraine; and the Kiev City Administration. UITT is also a member of the International Tourism Trade Fairs Association (ITFA), the UN World Tourism Organisation (UNWTO), the Central European Countries Travel Association (CECTA) and the Pacific Asia Travel Association (PATA). The exhibition also has 'UFI Approved' status (UFI is the Global Association of the Exhibition Industry).

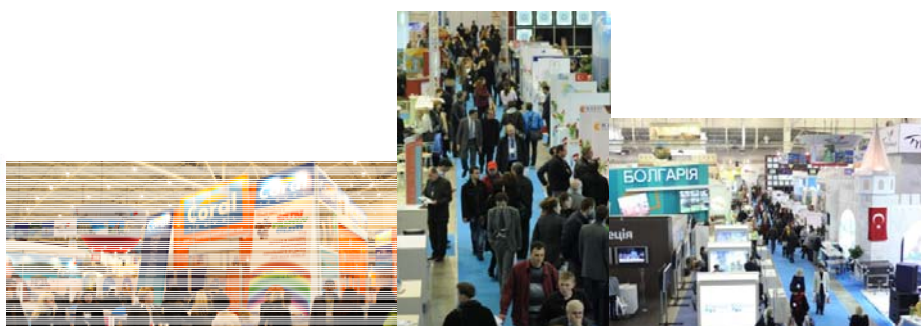
Official media sponsors of UITT 2010 are: General information sponsor Miznarodny Turyzm, magazine Caribbean News Digital. Internet partner of the Exhibition – portal NEZABAROM.UA.

UITT takes place alongside Hotel & Restaurant Expo Ukraine, CleanExpo Ukraine and Brand4Rent. This gives exhibitors an opportunity to attract a wider audience whilst also benefiting from a targeted promotional campaign.

UITT is organised by ITE Group Plc, a leading organiser of trade exhibitions and conferences, with over 180 events held annually in 11 countries. The company specialises in organising events in fast-developing markets, in particular Russia, CIS, Eastern Europe, Turkey, China and Africa. ITE has a large network of local offices throughout these regions.

ITE's portfolio of travel and tourism events also includes MITT (Russia), Leisure (Russia), TourSib (Russia), KITF (Kazakhstan), AITF (Azerbaijan) and EMITT (Turkey). For more information, please visit: www.travel-exhibitions.com.

Photographs



For further information or more photographs from the event, please contact:

Nadine Buckley
Marketing Manager
ITE Group Plc
Tel: +44 (0)20 7596 5260
Email: Nadine.buckley@ite-exhibitions.com

ITE Group plc | 105 Salusbury Road | London NW6 6RG | UK
www.ite-exhibitions.com