

VIII UKRAINIAN TRAVEL FORUM 2012 (spring)



Business and Cultural Cooperation Center
"Ukrainian House"
(2 Khreschatyk Str., Kyiv)



PRESENTATIONS, SEMINARS, TRAININGS, WORKSHOPS

UTF 2012

spring



Company ALTU-EXPO invites your company to participate in the **VIII International Travel and Tourism Exhibition-Forum of the Association of Leaders of Tourist industry of Ukraine (ALTU) UKRAINIAN TRAVEL FORUM 2012 (spring)** which traditionally will pass in the **Ukrainian House Centre for Business and Cultural Cooperation (2, Kreschatik str., Kyiv), 26 – 27 March, 2012.**

Unique differences of exhibition for Your business:

- **UTF** is a proven venue for business networking for over 6.000 tourist professionals from Ukraine and other countries.
- **UTF** offers an extensive business-oriented programme with over 400 training sessions, seminars, forums and workshops, presentations of new destinations and services, conferences on relevant topics for the tourism industry, round-table discussions and a lounge zone for networking with business partners.
- **UTF** provides an efficient platform for establishing contacts between tourism industry professionals using the wide range of opportunities that the forum offers: setting-up closer co-operation, experience sharing, meetings, negotiations and improvement of the professional level of specialists working in the business.
- **UTF** is a traditional meeting place for the largest players in the market – representatives of the Association of Tourism Leaders in Ukraine (ALTU) and companies that are actively developing. It is a unique opportunity to see, evaluate and compare everything that the new tourist season has to offer all at once.



Exhibition visiting will be possible only for the registered visitors, and also the invited visitors and professionals of tourist business. Tickets are not provided.



ORGANIZERS

- **National Tourist Office** is the state-owned enterprise under the Ministry of Culture and Tourism of Ukraine. It is responsible for promotion and marketing of Ukrainian tourism.
- **Association of leaders of tourist industry of Ukraine (ALTU)** is the first professional association of subjects of tourist activity, created in 2007 year by leading tour operators of Ukraine.

Today Association of leaders of Tourist industry of Ukraine consolidates the leading tourist operators which gross share in the tourist market is evaluated in approximately 70 % in exit and over 30 % in internal tourism.

Members of Association are: AGENCY 'PAN UKRAINE', WIDERSHTR AHL, EXPRESS-VOYAGE, KANDAGAR-TOUR, SAM, TEZ TOUR, TUI UKRAINE, PROLAND TOUROPERATOR, TURTESS TRAVEL, TOURIST CLUB, TASS TRAVEL, GERMES TRAVEL GROUP, DIMONA-AVIATOUR, TRIDENT, ROAL VOYAGE TRAVEL COMPANY, TOUR ETNO, AMADEUS UKRAINE, OPEN KIEV. More information about ALTU you can find on the official web-site – www.altu.com.ua

- **ALTU-EXPO Ltd.** – subsidiary company of ALTU, founded with the aim of organisation and carrying out of the international tourist exhibition-forum Ukrainian Travel Forum and other official actions of ALTU. ALTU-EXPO is the company that acts as the technical organizer of the exhibition-forum which run twice a year (in spring and autumn).



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FORMAT



- The format of UKRAINIAN TRAVEL FORUM is positioned as exclusively professional tourist exhibition forum including use of the exhibition area for image submission of stands of tour operators in the combination with the structured saturated business program, organized on platforms and in numerous conference halls of Ukrainian House. Participants become representatives of tourist branch not only from Ukraine, but also from other countries.
- All participants of the exhibition can organize presentations and trainings, master classes, work shops at own discretion, and also to participate in all exhibition events and actions.
- Association ALTU will conduct own program of conferences concerning modern market tendencies and innovative tourist products with attraction of foreign visitors and mass-media. Perfect conditions for the international congress program of two days of work of the exhibition which will ensure open forum for contacts and the information interchange, focused on recent trends of the tour industry will be created.
- The spring exhibition will demonstrate still the big scales of cooperation of leading tourist operators of Ukraine with the best modern hotel complexes. So hotels will participate in the exhibition as partners of the majority of the members of ALTU and other leading tour operators which initiate such interaction. Hotels also as at the autumn exhibition-forum will present themselves on behalf of tour operators-participants of UTF 2012 (spring). The program promises to be interesting and saturated as includes a number of presentations planned for realization as on the territory of Ukrainian House, as in the most prestigious night clubs of Kyiv.
- UKRAINIAN TRAVEL FORUM is called to become the advanced event in life of tourist business of the country which will become the analytical centre for a practical exchange by actual information, and will advance a direction, rates and borders of development of the domestic tourist industry.



TIME-LIMIT AND EVENTS

- **2 exhibition days.**
- **Working hours:** from 10a.m. till 7p.m.
- **Exhibitors:** Tour operators , hotels, air carriers and other representatives of tourist business.
- **Business events:** All two days – only professional events – presentations, seminars, trainings, press-conferences, master classes, workshops and round tables for specialists of tourist industry - more than 400 hours.
- **Special events for mass media:** press conferences, round tables.
- **Exhibition visitors:** top-managers of tour agencies, government institutions, foreign partners and visitors.
- **Expected amount of visitors:** more then 6000 representatives of tourist companies
- **To visit exhibition** is only possibly for the invited guests and professionals of tourist business, passing registration on-line or at the entrance to the zone. Tickets are not provided.



TO PARTICIPATION IN THE EXHIBITION ARE INVITED:

- Airlines
- Coach tour
- Active and adventure rest
- Reservations and sales air tickets
- Hotels, holiday hotels, health resorts of Ukraine
- Computer Systems of reservations
- Information technologies in tourism
- Cruises
- Medical tours in health centres, SPA resorts
- Market research
- International hotels and hotel complexes/resorts
- Regional State Administration
- Educational tourism/Organization of educational tours
- Organization of business trip
- Organization of conferences
- Carriers (air, car, sea and railway transport)
- Embassies, National offices, Travel and Tourist representations
- Mass media
- Car rental
- Sport tourism
- The insurance companies
- Territorial (resort) representations
- Tourist goods
- Cargo agencies
- Tour agencies
- Travel state and not state organisations
- Tour operators
- The financial organisations



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PARTNERSHIP OF HOTELS WITH MAJOR TOUR OPERATORS ON UTF 2012 (spring)

ALTU and company ALTU-EXPO - organizers of the exhibition-forum, invite your hotel to take part in the partner program together with tour operators-members of Association where cooperation of the largest hotels of the world with leading Ukrainian tour operators - participants of the exhibition will be presented.

The presented hotels will have the status of the reliable partner of the tour operator chosen by them and from their name they will be presented on UTF 2012 (spring). Just in such tandem the idea of presentation and effective advancement of your hotel in the Ukrainian market consists.



ADVANTAGIES OF PARTICIPATION FOR HOTELS

Services included in the basic package:

- Participation in the forum during 2 days - **26-27 March – only professional audience (B2B format);**
- Equipped branded 8 sq.m. booth (4mx2m) – one of 2 given types at option;
- Carrying out of 1 presentation in the conference hall;
- Free WI-FI;
- Electricity use;
- Access to the list of agents who are registered online on presentation;
- Placement of participant's advertisement information to the official information materials of the exhibition;
- Placement of participant's Logo on web-site of the exhibition;
- Placement of participant's news on web-site of the exhibition;
- Promotion activities on the exhibition;
- Light snacks and drinks (tea, coffee, water, juice) for participants through all exhibit days.



STRATEGY OF ADVANCEMENT AND TOOLKIT

Strategy of advancement of the exhibition builds on the accurate decision of three problems:

- the appeal to target audience expectations;
- accurate differentiation from competitors;
- conformity of the exhibited products to ability of participants of the exhibition-forum qualitatively to advance them on the market

At carrying out advertising and PR-campaign use of following tools is planned:

- Printing mass-media:
 - tourist 15 editions: UTG, Tourbusiness.us, Ukrainian Turizm, Tour Nuance, Modnyj Kurort, Strannik, Puteshestvennik , Mir Otdyha, Tourbusiness News;
 - Web portal: tourist, popular, business;
- Web-sites of leading tour operators—participants of the exhibition-forum and also of forum media partners;
- Web-site of the exhibition-forum;
- E-mailing among tour operators, tour agencies, leading hotels of the world, carriers etc
- advertising filmlets in subway.



PR-campaign start is planned for February, 2012.

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UTF PHOTO REPORT



RESULTS OF UKRAINIAN TRAVEL FORUM 2011 (autumn)

Results:

- **97 participants** – National tourist office, Embassy of Estonia in Ukraine, Embassy of Turkish Republic in Ukraine, leading tour operators, air companies and hotels.
- **400 professional events** – seminars, trainings, workshops, presentations, conferences, round-table discussions and other events with Mass Media participation:
- **Quantity of hotels-partners: 20 hotels**
- **18 partners:**
 - Travel media-partner – UTG
 - Official media-partner - Tourbusiness.ua magazine
 - Mobile connection - TEZGSM
 - Technical partner – ALPACA
 - Travel IT-partner – LiteSoft Research
 - Partner of Weather - Gismeteo.ua
 - Media-partners - Turtess Holiday magazine, Ukrainian Turizm magazine, Tourbusiness News magazine, Puteshestvennik magazine, Mir Otdyha magazine, TOUR Nuance magazine, Edem v otpusk magazine, Strannik magazine, publishing house Voyage, travel portal Otpusk.com, Hotels24.ua, Ukrainian travel magazine Mandry, Robinzon magazine.

UKRAINIAN TRAVEL FORUM for the first time organised by professionals in tourism, became a platform for realisation of ambitious plans of active participants of tourist business in Ukraine and justifies their expectations, increasing in volumes with each season.



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THANK YOU FOR ATTENTION!

With all questions please apply to

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