



МІНІСТЕРСТВО  
ЕКОНОМІЧНОГО РОЗВИТКУ  
І ТОРГІВЛІ УКРАЇНИ

National Tourism  
Organization of Ukraine



ukraine

~It's all about U~

# Geographical facts

## Population:

- 42 275 282  
(September 2017 est.)
- over 130 nationalities
- 10 mln ethnic Ukrainians live on the territories of the former SU
- 5 mln ethnic Ukrainians live in the other foreign countries

## Area:

- 603 700 km<sup>2</sup>
- Ukraine is the biggest country in Europe by area.

## Borders with:

- Belarus
- Moldova
- Poland
- Hungary
- Romania
- Slovakia
- Russia

## Sea frontiers:

- Turkey
- Georgia
- Bulgaria

## Washed by:

- The Azov Sea
- The Black Sea





# National symbols of Ukraine

## National symbol tryzub (trident)

The traditional Ukrainian symbols — trident and blue-and-yellow flag (proportions 3 by 2) — were officially adopted during Ukrainian independence in 1917–1920 and again after the Declaration of independence in 1991. The trident dates back to the Kievan Rus' as a pre-heraldic symbol of Volodymyr the Great. The national flag of Ukraine colors are commonly believed to represent blue skies above yellow wheat fields. National anthem «Shche ne vmerla Ukraina» (Ukraine Has Not Yet Perished).



## Flag of Ukraine

Combination of blue and yellow as a symbol of Ukrainian lands comes from the flag of the Kingdom of Galicia–Volhynia used in 12th century. From the earliest times Ukraine was considered as an agricultural country with fertile ground, so the blue color symbolizes clear sky and the yellow color symbolizes fields of wheat.



## Independence Day of Ukraine

24th August, 1991

# Visas



## Ukraine and Turkey signed an Agreement on mutual travels of citizens with ID-cards

During the official visit of Prime Minister of Ukraine Volodymyr Groysman to the Turkish Republic there has been inked an Agreement between the Cabinet of Ministers of Ukraine and the Government of the Republic of Turkey amending the Agreement between the Cabinet of Ministers of Ukraine and the Government of the Turkish Republic on conditions of mutual trips of citizens.

The Agreement provides for the travel of citizens of both Ukraine and the Turkish Republic using passports in the form of identity cards (ID) with contactless electronic media. The citizens of the two states will be eligible to enter, leave, transit and stay without visas on the territory of Turkey and Ukraine, respectively, for a period up to 90 days within 180 days.

The implementation of provisions of the Agreement will promote the development of bilateral relations between the two countries, intensification of contacts in the socio-economic, cultural-humanitarian and other spheres.

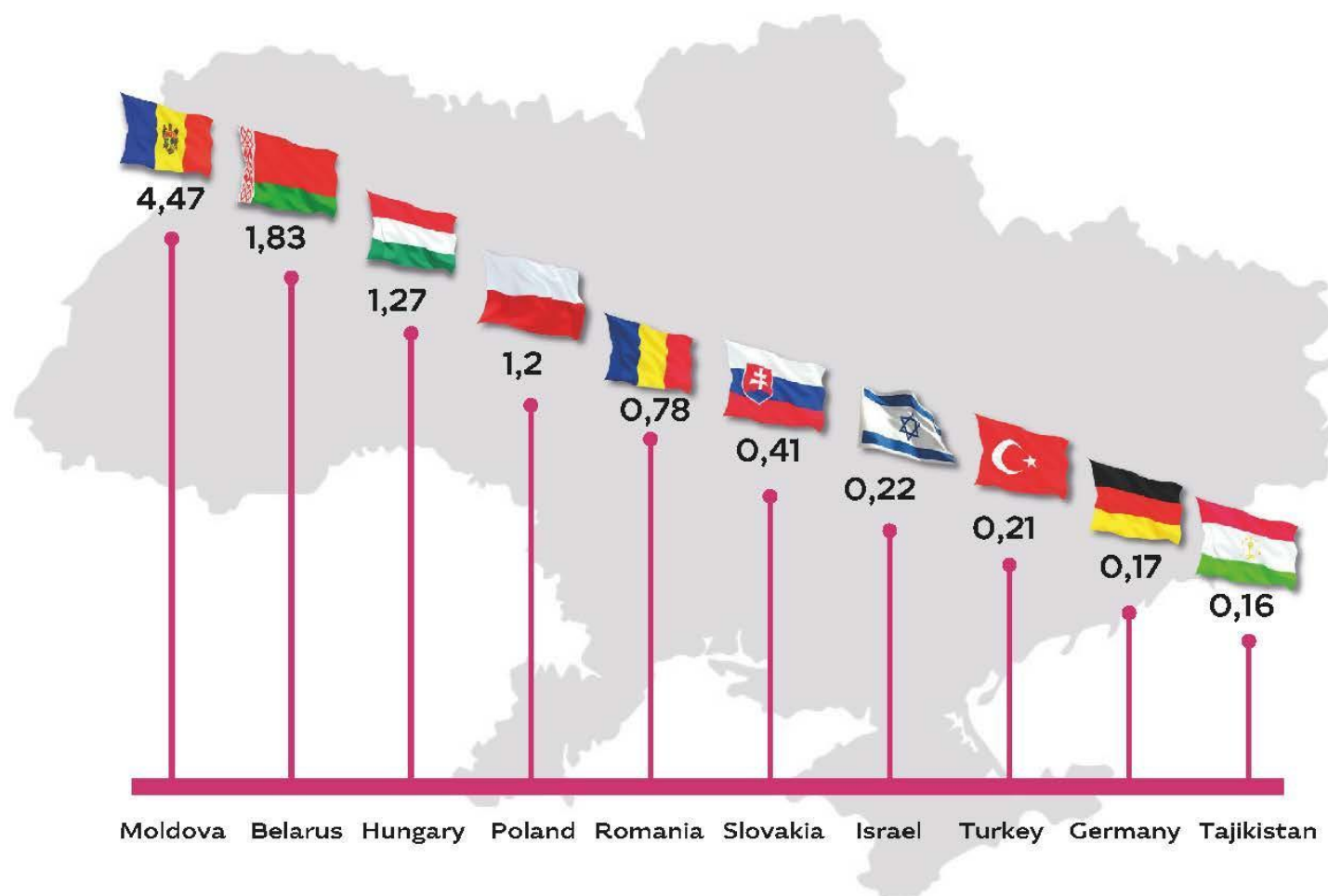


## Tourist flow to Ukraine 2010-2016



In the first half of 2017, 6.3 million tourists entered Ukraine, an increase of 8.7% over the same period last year. In 2016, 13.6 million tourists arrived in Ukraine, which is 5.6% more than in 2015 (according to the Administration of the State Border Guard Service).

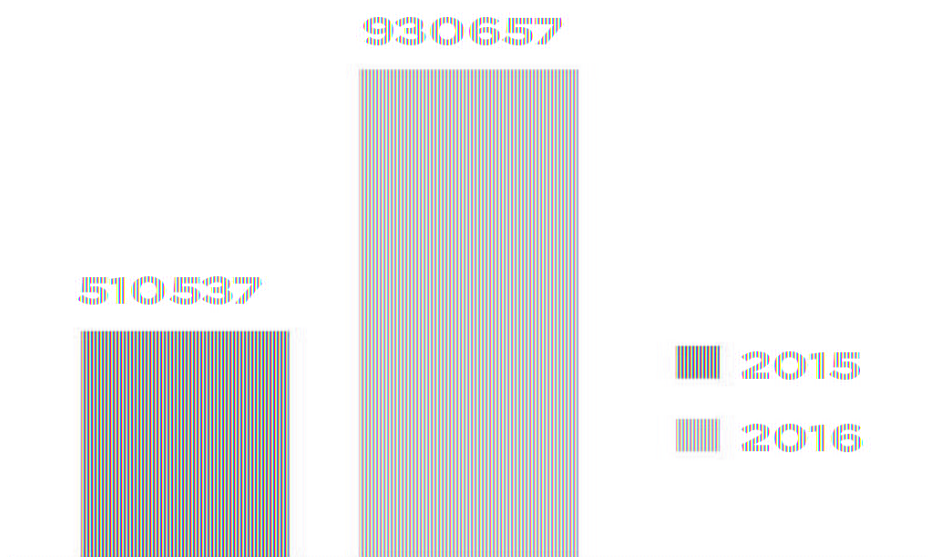
**TOP 20 countries whose citizens visited Ukraine in 2016**  
(according to the Administration of the State Border Guard Service)



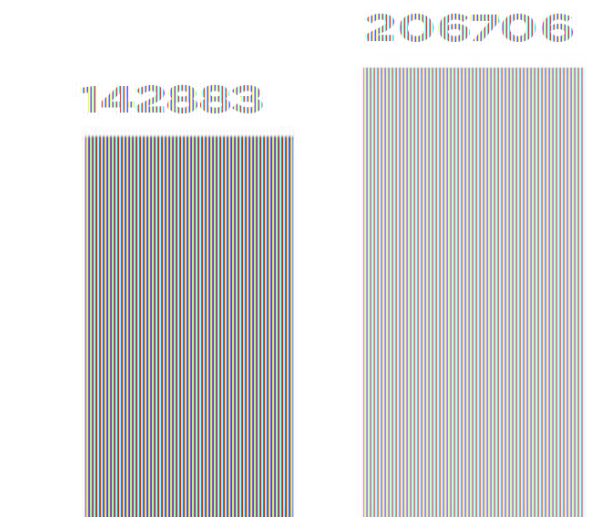


## Tourists flow between Ukraine and Turkey

### From Ukraine to Turkey



### From Turkey to U



# Climate in Ukraine



**Four  
seasons**



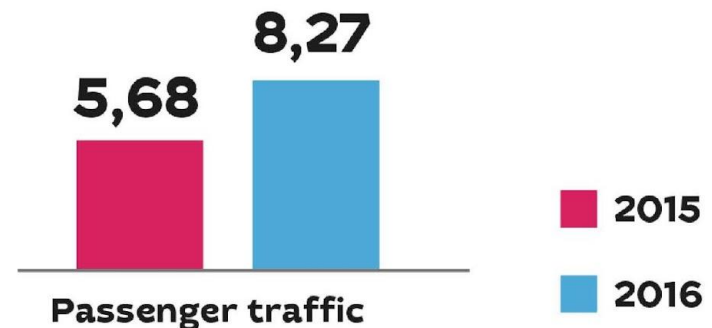
# **Transportation for travel and business**

# Air Transport

- 250 000 km of air routes
- 4 of 10 European transport corridors run through Ukraine
- International airport “Boryspil”
- International airport “Kyiv”
- International airport “Dnipro”
- International airport “Zaporizhyya”
- International airport “Ivano-Frankivsk”
- International airport “Odesa”
- International airport “Lviv” etc



**The Growth of Passenger Traffic in Ukraine**

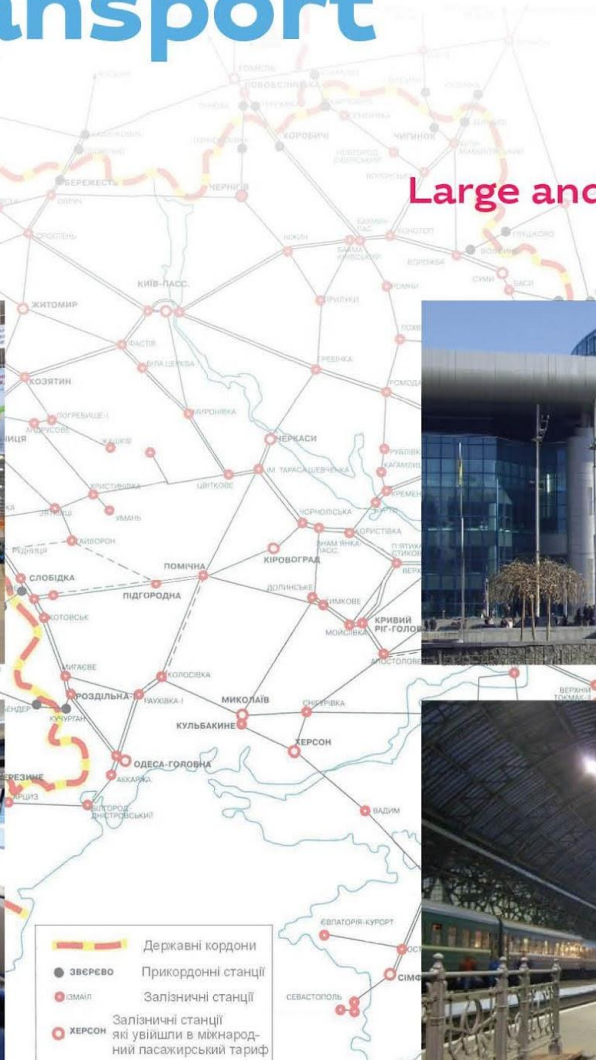




# Railway transport

Comfortable trains

Large and comfortable railway station in each city



# Bus transport

## International route

- Ecolines

## Local route

- Autolux
- Günsel





# Metropoliten

Name	City	Country	Dates back	Km	Stations
Kyiv Metropoliten	Kyiv	Ukraine	1960	67,5	52
Kharkiv Metropoliten	Kharkiv	Ukraine	1975	40	30
Dnipro Metropoliten	Dnipro	Ukraine	1995	7,1	6

## Features

Ukrainian Metro Like all Metro systems in the former Soviet Union which are known for their vivid and colourful decorations, Kiev's is no exception. The original stations of the first stage are elaborately decorated, showing the postwar Stalinist architecture blended with traditional Ukrainian motifs.



# The biggest cities in Ukraine

# Kyiv



## Kyiv - the capital of Ukraine

Population — 2,9 millions

Square — 839 km<sup>2</sup>

### 3 reasons to visit Kyiv:

- **rich history**

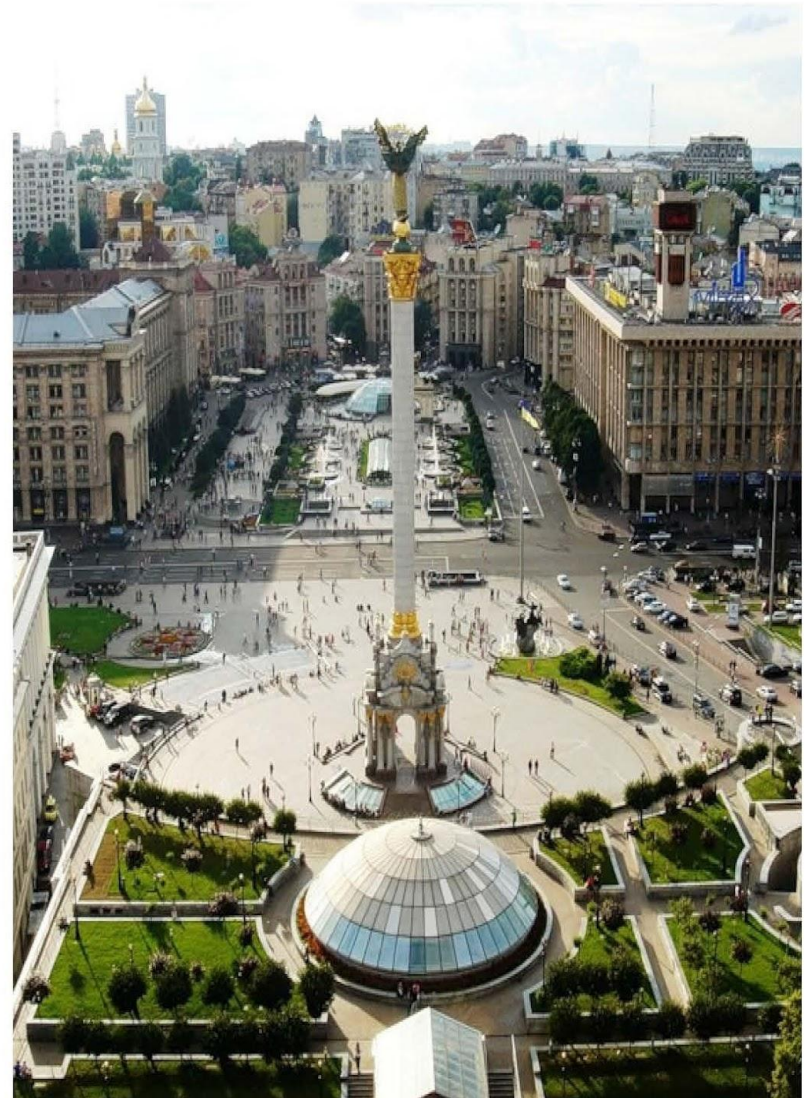
The picturesque capital, which is placed in the center of Europe, is friendly to visitors and interesting due to its heritage. In addition, the roots of the ancient architecture is older than 1500 years.

- **affordable prices**

The determinative factor of attractiveness is a powerful infrastructure and competitive price offers, that can be suitable for any budget and vision of the future events.

- **a lot of locations**

Large number of locations with a wide spectrum of opportunities for business, corporate and private events, can satisfy the most demanding customers.





# Odesa



## Odesa - fun & sun

Population Odesa – 1,01 millions

Square – 236.9 km<sup>2</sup>

## 3 reasons to visit Odesa:

- **The Pearl of the Black Sea**

Odesa is a beautiful city on the Black Sea Coast that holds a special place in the hearts of Ukrainians. Odesa is known throughout the world for its art and culture and has, what is considered to be, the second most beautiful and important opera house in the world.

- **Meeting point for professional excellence, business and trade**

Odesa, founded as crossroad of cultures and intended to be an important trade port, is nowadays considered to be the “Southern capital” of Ukraine. It is an excellent location for business and professional conferences, seminars and exhibitions all year long.

- **Unique mix of international cuisine**

Odesa has been always proud of its cuisine which is multinational as well as Odesa population. Food in Odesa is great cuisines influence.



# Lviv



## Lviv – the city of festivals

Population Lviv – 727 thousands  
Square – 182.01 km<sup>2</sup>

### 3 reasons to visit Lviv:

- **Culture Capital of Ukraine**

On the 28th of April 2009, Lviv has been recognized as the cultural capital of Ukraine. The main reasons of such obtaining is the conducting of more than 100 festivals annually, 60 museums, 100 churches of different confessions, and the big tourist interest in Lviv.

- **Scientific Heritage**

American journal «R&D Magazine» put the inventions of Lviv's scientists together with inventions of NASA to the rating «Top 100 best developments in the world». KPMG recognized Lviv as a top emerging IT-BPO destination in Europe, the Middle East and Africa.

- **Europe's last hidden gem**

2 600 000 tourists visited Lviv in 2016. Lviv is a place to return to: 83% of foreign tourists want to come back to Lviv. Safe city: 85.8% of foreign tourists feel totally safe.





# Kharkiv



## Kharkiv - cultural center

Population Kharkiv – 1,4 millions  
Square — 350 km<sup>2</sup>

## 3 reasons to visit Kharkiv:

- **Smart city**

Kharkiv, the second largest city in Ukraine, has been the major scientific and technological hub of the country. Over 22,000 IT professionals work for 300 small and medium enterprises in Kharkiv

- **Young and Education city**

Kharkiv and the Kharkiv region have the world record in terms of the number of cosmonauts. More than 20 of them flew into space. Such a large number of cosmonauts is explained by the fact that in Soviet times there were five higher aviation schools and one aviation institute in the city and the region.

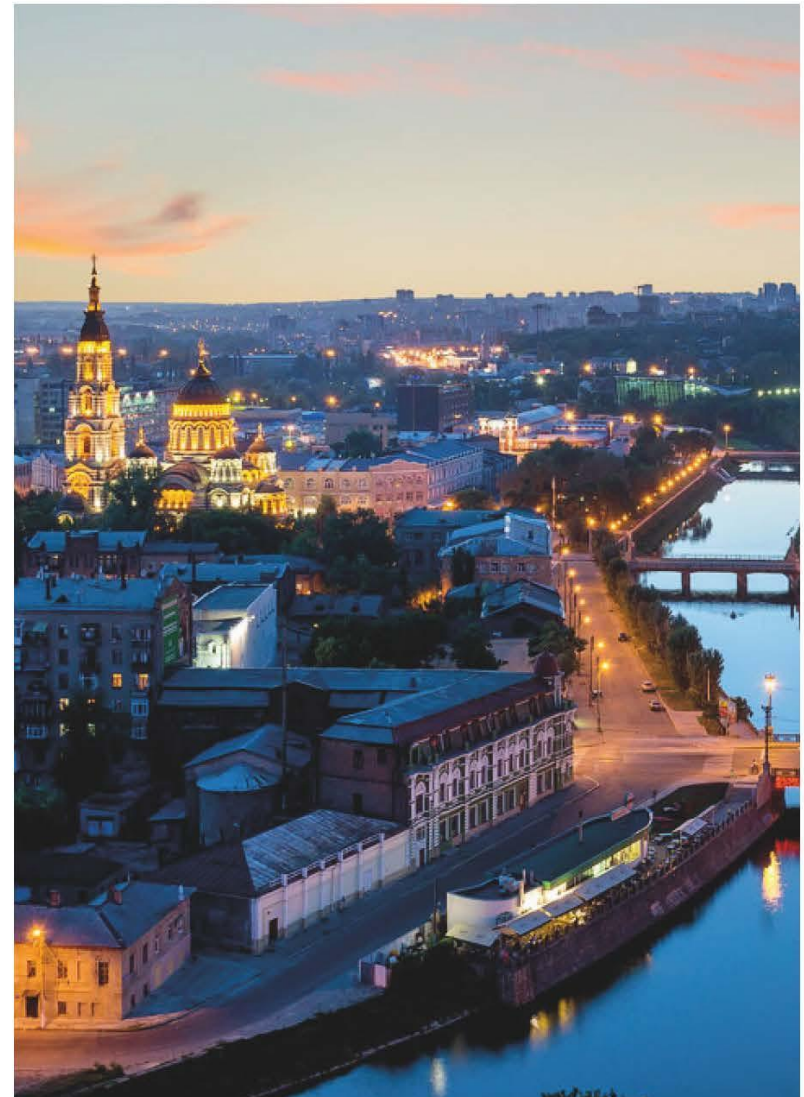
- **Historical and important sights**

Svobody (Liberty) Square is one of the largest squares in the world (11.9 hectares).

Kharkiv National University named after V. Karazin – one of the oldest and largest universities in Eastern Europe, founded in 1805.

Kharkiv Zoo is the oldest zoo in Ukraine. Founded in 1896.

Maxim Gorky Central Park for Culture and Recreation – the central park of Kharkiv laid in 1893–1895 (130 hectares). Today, it is one of the main centers of recreation and entertainment.





# Dnipro



## Dnipro - dynamic and lively city

Population Dnipro – 1,0 millions

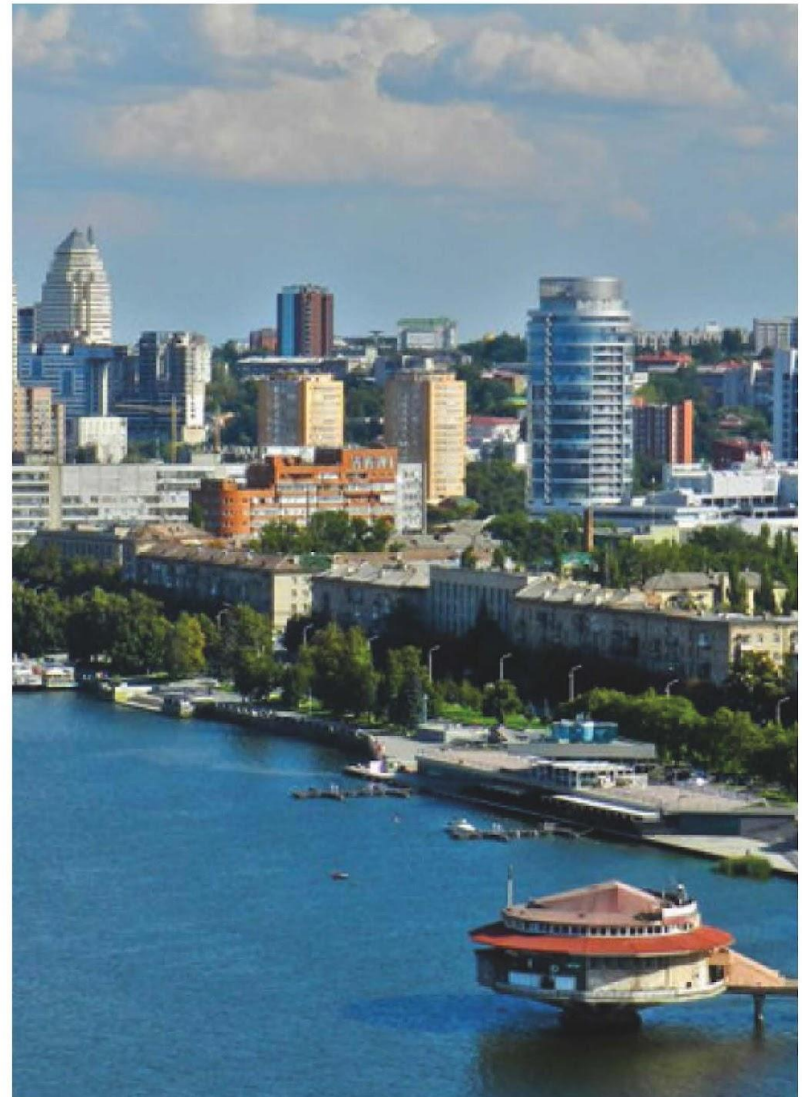
Square — 405 km<sup>2</sup>

### 3 reasons to visit Dnipro:

Dnipro is one of the largest industrial, economic and transport centers, the center of metallurgy of Ukraine.

The city is surprising green along the wide and slow-moving Dnieper river and has remarkable embankments, long boulevards and spacious parks.

The Dnieper River is a wonderful creation of nature that keeps the climate mild and the air fresh. From any hill (there are 7 in the city) you will find a beautiful view of the river, islands, parks, outskirts, river banks and hills.



# **Touristic Infrastructure**

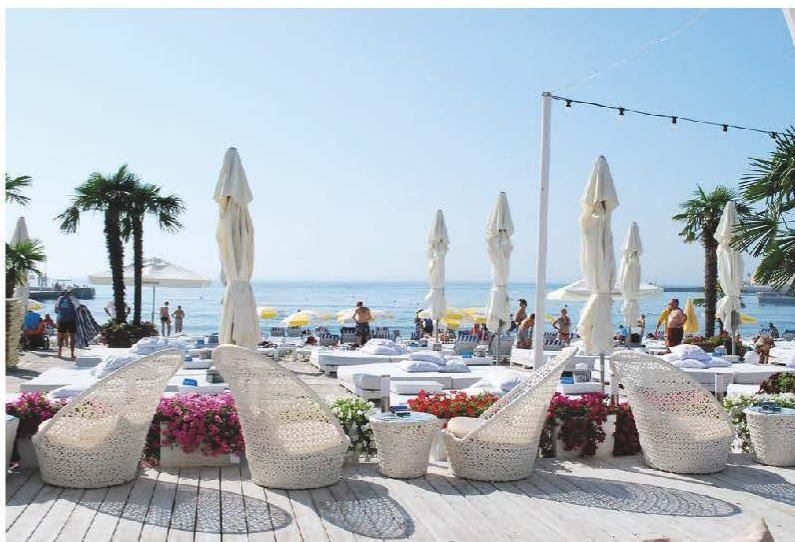
# Touristic infrastructure

## Touristic resources



- 6 resorts of national importance;
- 4256 collective accommodation facilities with total number of places – 375 593;
- 2534 – hotels or similar with total number of places – 135 916;
- 1722 – specialized total facilities with total number of places – 237 677;
- 2648 licensed touroperators;
- 77 tourist information services.

<sup>1\*</sup> - Excluding the temporarily occupied territories of the Autonomous Republic of Crimea, the city of Sevastopol and part of the antiterrorist operation zone.





# Hotels

Total numbers  
of certified hotels – 231:

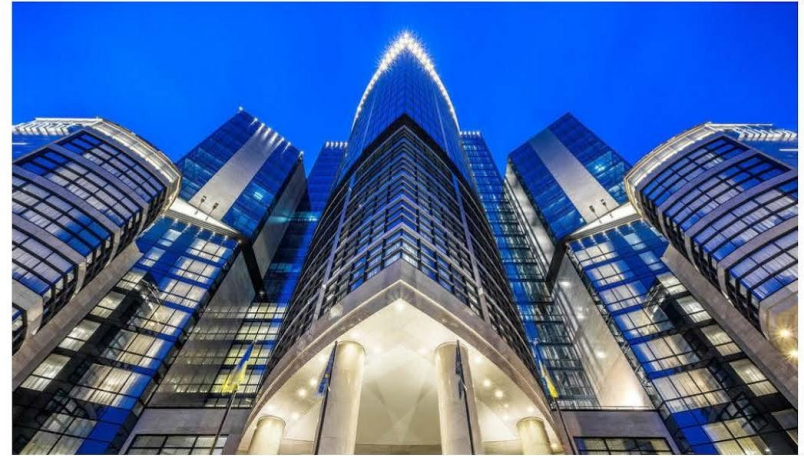
- 5\* hotels – 30;
- 4\* hotels – 69;
- 3\* hotels – 92;
- 2\* hotels – 26;
- 1\* hotels – 14.



Hyatt Regency 5\*



Hilton 5\*



InterContinental 5\*



Fairmont Grand Hotel 5\*





# Resorts of state importance

**1. Khmilnyk**, Volyn area (balneology resort) – radon resort, mineral water and peat mud.



**2. Berdyansk**, Zaporizhya region (balneal and climatic resort) – unique healing mud, natural brine and seaside.



**3. Slov'iansk** (balneology resort) – salt lakes, natural brine, healing mud.



**4. Saki**, Crimea ((balneal and climatic resort) – healing lakes, natural brine and seaside.



**5. Skadovsk**, Kherson region (climatological resort) – seaside.



**6. Mirgorod**, Poltava region (balneal and climatic resort) – unique mineral water.





# Tour operators and tourist centers





Kyiv convention and visitors bureau



Lviv convention bureau



Tailoring the best package for our customers  
Coordinating the cooperation of local MICE industry participants  
Negotiating with hotels and venues  
Providing support from governmental institutions and local media  
Presenting city at international trade markets, fairs, forums



**Touristic regions  
of Ukraine.**

**Types of tourism**







## MICE and BUSINESS tourism



International agricultural  
exhibition and forum on  
supporting farming  
(Kharkiv region)



Ukrainian Financial Forum  
(Odesa city)



Kyiv Investment Forum  
(Kyiv city)



Air balloons Festival  
«Golden Omega»



Musical and sport  
Festival «Z-Games»



Odesa International  
Film Festival (Odesa city)







## Cultural tourism



Kamyanets-Podilskyi  
(Khmelnytsky region)



Residence of Bukovinian  
and Dalmatian Metropolitans  
(Chernivtsi region)



Lviv - the Ensemble of  
the Historic Centre  
(Lviv city)



Akkerman fortress  
(Odesa region)



National preserve «Khortytssa»  
(Zaporizhzhya region)



Dendrological Park  
«Sofijivka»  
(Cherkasy region)







## Eco tourism



Natural park Shatsky  
Lakes (Volyn region)



Natural park «Podil Tovtry»  
(Khmelnytsky region)



Falz-Fein Biosphere  
Reserve «Askania Nova»  
(Kherson region)



Black Sea Biosphere  
Reserve  
(Mykolayiv regions)



Natural reserve «Gorgany»  
(Ivano-Frankivsk region)



Natural reserve «Stone  
Tombs» (Zaporizhzhya,  
Donetsk region)





## Food tourism



Festival of Red wine  
(Mukachevo town,  
Zakarpattia region)



Festival of strawberries  
(Mironivka village,  
Kropivnitskyi region)



«Galuska Fest»  
(Poltava region)



International  
«deruni» festival



Borsch festival  
«Borsch'iv» (Ternopil region)



Tomato Day  
(Odesa region)







## Religious tourism



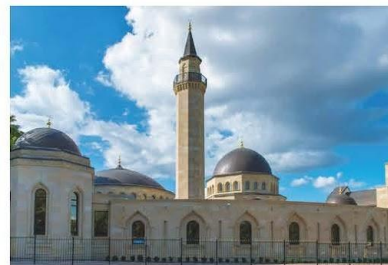
Zarvanytsya village  
(Ternopil region)



Kiev Pechersk Lavra  
(Kyiv city)



The mosque of Ar-Rahma  
(Kyiv city)



Kyiv St. Michael's Golden-domed Monastery (cathedral)



Holy Dormition  
Svyatogorsk Lavra  
(Donetsk region)



Radomishl town  
(Zhytomyr region)







## Mountain/ski tourism



Goverla mountain  
(Ivano-Frankivsk region)



Pikuy mountain  
(Lviv region)



Dragobrat ski resort  
(Zakarpattia region)



Bukovel ski resort  
(Ivano-Frankivsk region)



Slavske village  
(Lviv region)



Ukrainian Carpathians  
(Zakarpattia region)





## Sport tourism



Sailing regatta  
(Mykolayiv region)



Rafting on  
Cheremosh river  
(Chernivtsi region)



Rock climbing in  
Denishchi village  
(Zhytomir region)



Trekking  
(Luhansk region)



Rafting on Psol river  
(Sumy region)



Cyckling tourism  
(Kyiv region)





## 1. Business travel association of Ukraine (BTA Ukraine)

Business Travel Association of Ukraine is a voluntary public non-profit association that joins its participants on the grounds of shared interests for the sake of implementation of Mission and Objectives of the Association.

### Mission of the Association:

Join efforts of professionals of business travel and meeting industry to create conditions for effective development of business travel sector in Ukraine.

**BTA** *Ukraine*

Business Travel Association of Ukraine

<http://btaukraine.com>

## 3. NGO «Union for Promotion of Rural Green Tourism Development in Ukraine»

Our mission is to bring together owners of farmsteads and tourists on communication and marketing platforms, to create an attractive and qualitative offer in the villages for tourists and to help the owners of farmsteads achieve sustainable development.



<http://agvt.nuft.edu.ua/>

## 2. Chornobyl tourism association

Association of Chornobyl tourism unites tourism and hospitality professionals, businesses and organisations to mitigate the consequences of the Chornobyl accident and revive the Chornobyl zone and adjacent regions by means of international tourism.



<https://chernobyl-tour.com/english/>

## 4. Association of assistance in gastronomic and wine tourism of Ukraine

The goal of «Association in gastronomic and wine tourism» is promotion of the wine and gastronomic tourism in Ukraine by popularizing original wine, gastronomic and culinary products, distribution of the authentic national traditions of wine making and cookery, creation and promotion of wine and gastronomic routes, popularization of the national thematic tourist product on the territory of Ukraine and abroad.



Association  
for Food & Wine  
Tourism Development  
in Ukraine

<http://agvt.nuft.edu.ua/>

## 5. Association hospitality industry of Ukraine

Association of Hospitality of Ukraine established to promote domestic and inbound tourism, create the conditions to the industry of hospitality to be profitable and prestigious business.

We bring together like-minded people for the development of tourism in each region of Ukraine.



<http://aigu.org.ua/>

## 7. National Tourism Organization of Ukraine

Marketing of the tourism sector of Ukraine.

Consolidation of the regional and tourism industry business associations. Development of the quality and excellency of tourism product.



<http://ntoukraine.org/>

## 6. Ukrainian adventure and ecotourism association

Ukrainian Adventure and Ecotourism Association is a public initiative involved in promotion and development of the environmentally friendly active recreation and ecotourism. The Association is a sphere of the professionals for sharing current information, discussing and solving the urgent problems. We promote a healthy lifestyle and harmonious relationship between People and Nature.



<http://uaeta.org/ua>

## 8. Ukrainian guide association

The main objective is to bring together tour guides on the basis of creating favorable conditions for the development of the national tourism market through creating an excellent excursion product and raising the level of professional skills. Specifying the role and place of the Guides in the educational process increasing the authority of the profession of guide.



<http://uaguides.com/>



# Highlights of Ukraine

Ukrainian national costume is called «vyshyvanka» –a plain white shirt made of linen and decorated with floral or ornamental embroidery. Worn by both men and women on numerous occasions. The best ones are still hand-made.





Geographical center of Europe is located in the western Ukraine in the small town - Rakhiv, which situated in beauty spot in mountains Carpathians





# 7 UNESCO World Heritage

Kiev Pechersk Lavra



Metropolitan's residence of Bukovina & Dalmatia 19 century (Chernovtsy)



Lviv - the Ensemble of the Historic Centre



Struve Geodetic Arc



Wooden churches of Carpathian region in Poland and Ukraine



The ancient city of Chersonese 5th century BC



Saint-Sophia Cathedral and Related Monastic Buildings





# UNESCO World Heritage

1 natural object - Primeval Beech Forests of the Carpathians and the Ancient Beech Forests of Germany (Ukraine, Germany, Slovakia)



And our unique Petrykivka painting is included in to the list of non-material cultural heritage of humanity of UNESCO



# WORLD Famous Ukrainians

## Jamala

Ukrainian singer, winner of Eurovision song contest 2016  
Jamala successfully represented Ukraine in the Eurovision Song Contest 2016 with the song «1944»



## Andriy Shevchenko

AC Milan and Ukraine striker  
Andriy Shevchenko has been named European Footballer of the Year for 2004



## Volodymyr Klitchko

Professional boxer current IBF, WBO&IBO heavyweight Champion. Klitschko is considered to be one of the greatest heavyweight champions of all time.





# Amazing nature resource





# Ukraine is safe & nice

«Ukraine – is attractive and safe country for tourism»

Ukraine hosts international events that gather tourists from all over the world:





# Thank you for your attention!

