



SATD





Challenges for tourism during pandemic:

- restrictions on movement
- closure of borders and cultural institutions
- operation of food establishments only on takeaway
- ban on holding mass events, including excursions

The current situation made it possible to restart: **to review all possible options and see new directions for tourism development**

After receiving funding in 2021, our Agency has focused its activities on four key areas:

- created **promo campaign** “Travel Ukraine”, including digital and TV
- creation of a **tourism portal** and a marketing campaign for domestic and inbound tourism
- wrote of the **state target program** for the development of domestic and inbound tourism “Travel to Ukraine”
- conducting surveys to provide **high quality statistics** for the industry
- building an **umbrella strategy** for maximum coverage

RESULTS OF PROMO CAMPAIGN

Instagram channel launched



> **3,6 thousand** subscribers

#TravelUkraine



> **158 thousand** posts



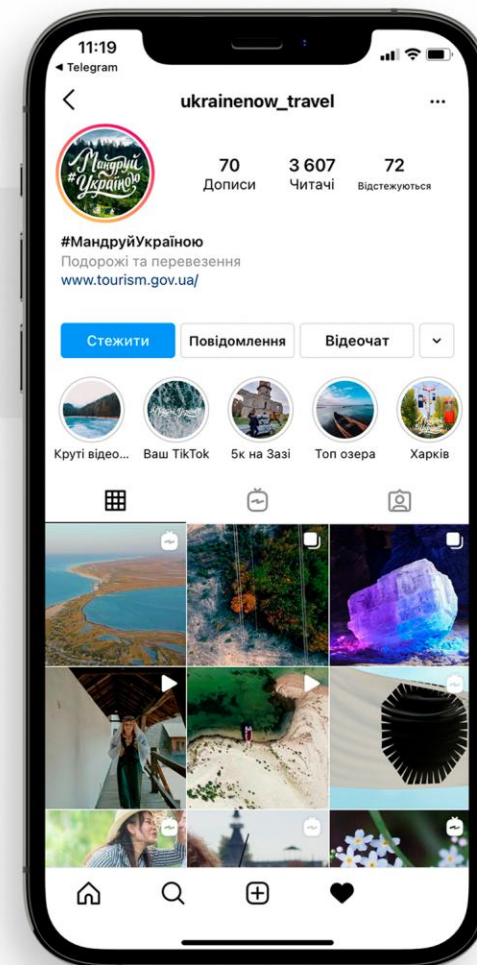
> **10 thousand** subscribers



> **29.4 million** views



> **1.5 thousand** subscribers



1

The domestic market

After receiving funding in 2021, our Agency has focused its activities on four key areas:

- **prioritization of foreign markets** in the short-term strategy considering the impact of COVID-19
- **presentation of Ukraine** as a multifaceted and diverse country for every taste
- active communication with **foreign partners** - successful opening of direct flights with SA and establishing good relations with tour operators

2

International markets

NUMBER
OF TOURISTS
FROM SAUDI
ARABIA



9 months
of 2021

48 660

24,475.8% ▲ growth

After receiving funding in **2021**, our Agency has focused its activities on **four key areas**:

3 Attracting investment

- **analysis of tourist places** in Ukraine, ranking them and developing the infrastructure around them
- active **study of international experience** in infrastructure construction and investment attraction

4 Institutional capacity

- implementation of **European standards for hotel categorization**
- new **legislation** on tourism
- opening of **TIC**









TIC in Zaporizhzhia



TIC in Lviv

Places with a huge potential

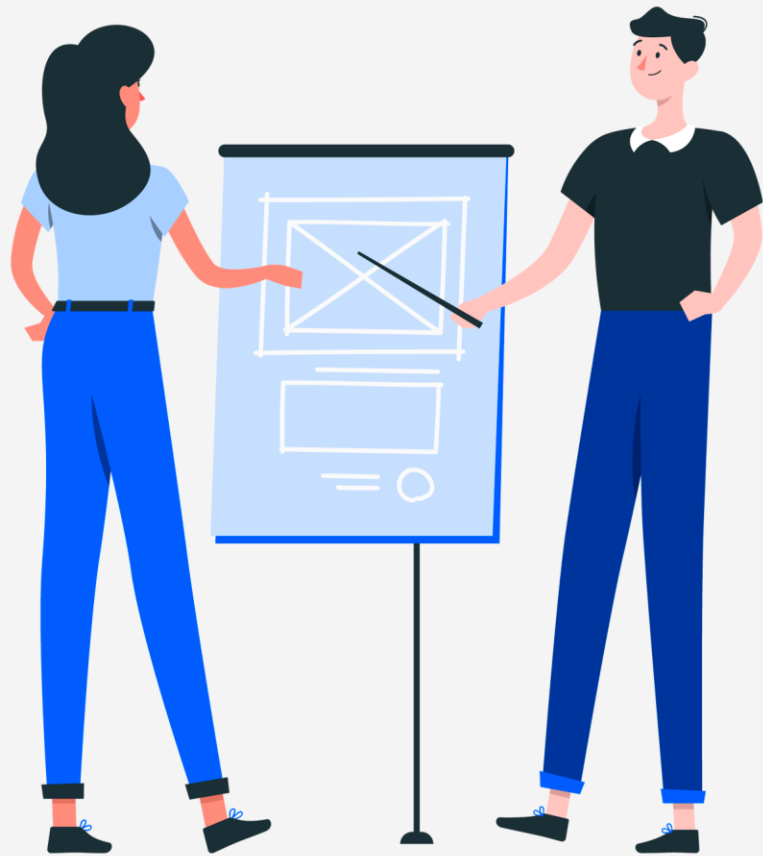
-  OLESHKIV SANDS
- ASKANIA-NOVA
BIOSPHERE RESERVE 
-  STANISLAV GRAND CANYON
- KHORTYTSIA 
-  THE KAMYANY MOHYLY
NATURE RESERVE
- THE POPOV ESTATE 



THE MAIN THINGS FOR VACATION:
infrastructure and quality of service
architectural monuments and cultural sites



**Working with local communities
to develop Ukrainian destinations**



Working with new client markets

Looking for our **customers** and analyzing their needs



Developing the level of **service** and **infrastructure**



Inviting a tourist with **higher requirements**

