



**GRANADA**

**7TH SUMMIT OF  
TRAVEL AGENCIES  
ASSOCIATIONS**

**8 – 10 November 2023**

**Marina Antonyuk, President  
Association of incoming tour operators of  
UA**

**UKRAINIAN TOURISM INDUSTRY IN WAR TIMES**



Exploring new cities, running through the sites of their diversity



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**Solidarity with Ukraine. Unbreakable, Resilient and fueled by Bravery.**



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# Activity of our Association during the war 2022

During the full-scale war in Ukraine, we are focused on **volunteering** and **social projects**:

- ✓ in the first months of war, we **organized 120+ evacuation transfers and evacuated 4000+ people from dangerous regions of Ukraine** to other regions of Ukraine, arranging free transportation and free accommodation for them
- ✓ when Western regions of Ukraine were overloaded, together with international partners, we arranged 3 groups of transfers, each of 3 to 7 evacuation buses from Kyiv to Austria and Germany and 10 buses from Donbass region: replaced families, elderly people, disabled people, people with difficult health situation were evacuated to Germany.
- ✓ helped to **deliver special cargos** for parts of Armed Forces of Ukraine and **humanitarian aid**
- ✓ we organized several **rehabilitation camps for Ukrainian children** from occupied and dangerous regions of Ukraine and children of Ukrainian warriors **in Ukraine and abroad**



# Activity of our Association during the war 2023

During the full-scale war in Ukraine, we are focused on **volunteering** and **social projects** **in addition to our core activity**

- ✓ We plan new **rehabilitation camps** for Ukrainian children
- ✓ We help our partners to **bring their humanitarian help to Ukraine** and distribute to places of needs
- ✓ We work on the **development of solidarity & volunteer tourism** in Ukraine as part of Network of preserving cultural heritage of Ukraine.
- ✓ We were **co-organizers of several solidarity events in Kyiv region**
- ✓ Our members **work in** different **volunteer centers** in different regions
- ✓ Our members also carry-out **different social projects**, including helping people in de-occupied territories, so they can spend their savings on the rebuilding of their houses and households
- ✓ Together with other stakeholders **working on Plan of rebuilding of Ukraine**



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# Briefly about tourism industry in Ukraine

**21 931 companies in 2020 vs 12 260 in 2023**

**102713 employees in 2019 vs 59 630 in 2022**

**Number of arrivals: 13.8 million tourists in 2021**

**Expenses of foreign tourists: 1,4 billion USD in 2021**

**Taxes paid by industry: 75.8 million USD in 2021**

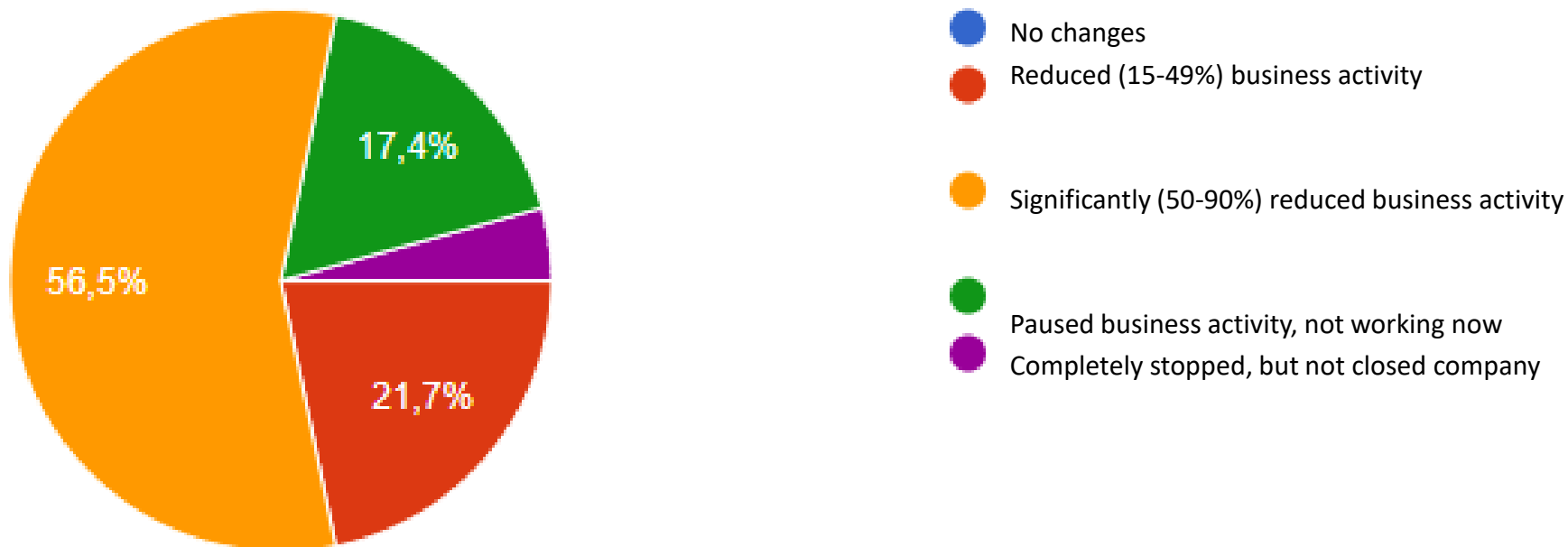


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Source: statistics of SATD of Ukraine

# Business activity of our members during the war



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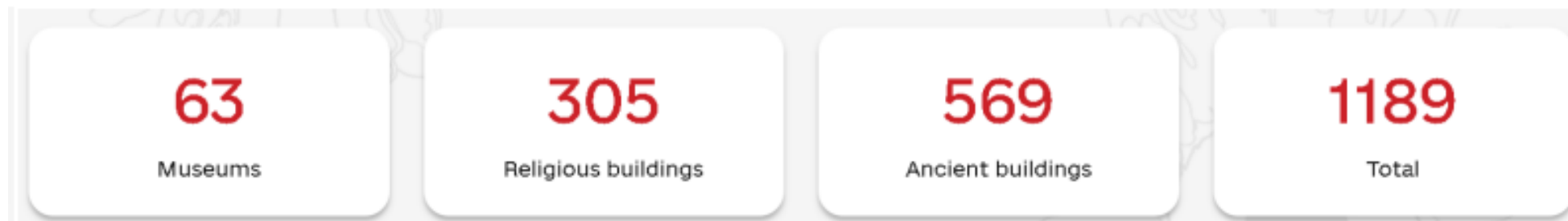
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# Ukraine: cultural & tourism objects, affected by war

Ukrainian culture has a thousand-year history.

Russia's full-scale invasion of the territory of sovereign, peaceful Ukraine is bringing more and more destruction to the world's cultural heritage and monuments every day.

## Objects that were destroyed and damaged



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**MCiP** MINISTRY OF CULTURE AND  
INFORMATION POLICY OF UKRAINE

Source: <https://restore.mkip.gov.ua/en>



# Is there tourism now? Lviv case study

## Lviv during the war



— Shelter for more than 150,000 temporary displaced people



— Center for humanitarian aid



— The biggest volunteer hub



— Place for 2,000 journalists from 50 countries



— Office for international diplomacy



— A place 100 business relocated from eastern part of Ukraine



— Rehabilitation center for soldiers and civilians



— A place for conferences



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# CONFERENCES THAT MATTER

WITH DELEGATES  
WHO CREATE LEGACY

2022-2023, Lviv, Ukraine:

Conference of diplomats and lawyers “United for Justice”	500 pax
Lviv trilateral summit: UN, Ukraine, Turkey	100 pax
Forbes Tech	1200 pax
International Rehabilitation Forum in Lviv	1000 pax
IT Arena	1000 pax
International Dental Exhibition	1000 pax
Ukrainian-Czech Business Forum	400 pax
Ukraine-Poland Economic Forum	400 pax
USAID Forum of Availability in Tourism for people with limited mobility	200 pax

- ✓ Legacy of Ensuring rule of Law
- ✓ Legacy of providing rehabilitation
- ✓ Legacy of technologies



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# Tourism mission in economic recovery of Ukraine

- Solidarity & Volunteer Tourism
- Plan Ukraine as your next travel destination after the Victory



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# Solidarity & Volunteer tourism

Importance of solidarity and volunteer tourism in modern world with its key principles:

- ✓ preserve cultural heritage
- ✓ inform the world community about the ruthless and destructive consequences of the russian invasion
- ✓ express solidarity and support to Ukrainian people
- ✓ support for local businesses that have found themselves in difficult economic conditions
- ✓ bring funds for local budgets of the territories, suffered from war
- ✓ create future demand for further visits to Ukraine

Volunteer and solidarity tourism is the first and necessary step towards restoring the flow of tourists after our Victory.

These journeys are full of new values that have emerged in the modern world because of the brutal war. This is a new meaning to the concept of Responsible Tourism, which was introduced at the UNWTO level several years ago as tourism that has a huge social component and implies a responsible attitude to travel and the world.

In his speech, the Secretary General of the World Tourism Organisation, Zurab Pololikashvili, noted that the tourism community supports Ukraine. And we are fully convinced that new way of meaningful travelling is the way to help the country, to preserve cultural heritage and to recover after the war



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Association  
of Incoming  
Tour Operators  
of Ukraine

**AITO  
UKRAINE**

# Examples of fulfilled solidarity & volunteer events

- Industry cooperation: our German colleagues from wine-tourism region of Germany, who created charity organization Ukrainehilfe Vogtsburg and deliver humanitarian help to Ukraine for hospitals and replaces people on regular basis (once a month, in average).
- Planting trees on territories, suffered by war. Additionally, during even, participants can try local food and participate in art-master-classes, supporting local masters and restaurants.
- Buy and bring food for animals on local farms on suffered territories.  
Could be not only food, but other necessities: for example, generators during black-outs etc.
- Help to restore certain object or house
- Sending educational books to libraries on suffered territories.
- Arranging educational sessions in certain specific areas of knowledge for people, which want to start business, working with your country
- Sponsorship in buying field kitchen and donate it to certain divisions of Armed forces of Ukraine
- Support for certain volunteer center or certain shelter, where temporarily replaced people live

**Other ideas for future solidarity & volunteer projects are available**



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# Solidarity event: planting trees in Irpin, which was under russian occupation

During visit to Irpin, people can see

- ✓ Ruinations and exploded bridge “Road of life”
- ✓ Library, which was center of resilience during “black-outs” in winter
- ✓ but not only...



# Solidarity event: planting trees in Irpin

During this solidarity event in Irpin 08.04.23 3 solidarity travel routes were presented.  
During such visits people can

- ✓ see the ruins and help to restore & renew the town in Kyiv region
- ✓ support local communities to restore their business and normal way of life
- ✓ enjoy communication with local people
- ✓ involve local suppliers and art-masters
- ✓ help to create better future



# Solidarity travel routes in Kyiv region

Several solidarity travel itineraries are launched in Kyiv region to facilitate economics of region. Itineraries in other regions will follow.

Such routes include visit to locations, which:

- ✓ provided great support to their communities during the occupation and/or
- ✓ were damaged or even ruined during the occupation, but they are eager to rebuild their businesses

Such visits help them to revive.

During recent solidarity events few field kitchens were donated to different divisions of Armed Forces of Ukraine.

One of such solidarity route to Vytachiv was presented 10.12.22





# Solidarity event: planting herbs in a landscape Dobropark



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# Solidarity event: planting herbs in Dobropark

During solidarity action, we all together:

- ✓ planted aromatic herbs and learnt a lot about dozens of different herbs in landscape park
- ✓ presented pots with plants to citizens of Motyzhin village to plant near their school
- ✓ made master-class of Petrykivka painting for children
- ✓ donated tournaments to military unit of Armed Forces of Ukraine
- ✓ tasted borsch with these herbs and herb tea, both cooked at field kitchen, donated to Armed Forces of Ukraine
- ✓ arranged special concert for school children and village citizens as well as for participants of this solidarity event



# How travel industry can help?

## Already now:

- support members of AITO
- support one of the tourism objects of Ukraine
- arrange rehabilitation camp for Ukrainian children in your country  
«Show the world to Ukrainian children”
- tell your partners about Ukraine as future travel destination «Learn now, Travel later»

## In the future:

- travel to Ukraine
- arrange solidarity events in Ukraine for your clients and partners
- join future international conference «Restart traveling after reaching the Peace»



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# How travel industry can support AITO members?

**When:** This can be done already now, during war time.

**Purpose:** help to members of AITO to make their business more efficient with smaller teams

- connect tour operators of different countries
- facilitate business connections between tour operators
- increase knowledge about destinations

## What can be done:

- ✓ Participation in travel exhibitions in Your country
- ✓ Organize B2B workshops between outgoing vs inbound sectors of Your destination and Ukraine
- ✓ Trainings
- ✓ Exchange of knowledge
- ✓ Software to make business more efficient with smaller resources
- ✓ Certification programs for tourism and event industry
- ✓ Publications in Your local media about Ukraine as travel destination



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# SRF, Association of Swedish Travel Industry

✓ Provided free booth at Swedish touristic exhibition Travel News Market, which will take place 09NOV23 in Stockholm

✓ Sponsored travel from Ukraine to Stockholm 4 delegates from AITO to participate in the exhibition, including:

✓ arranged 2 publications in local travel media about Ukrainian tourism industry

✓ in process of negotiations with Scandic hotel group for arranging rehabilitation camps for Ukrainian children, suffered from war

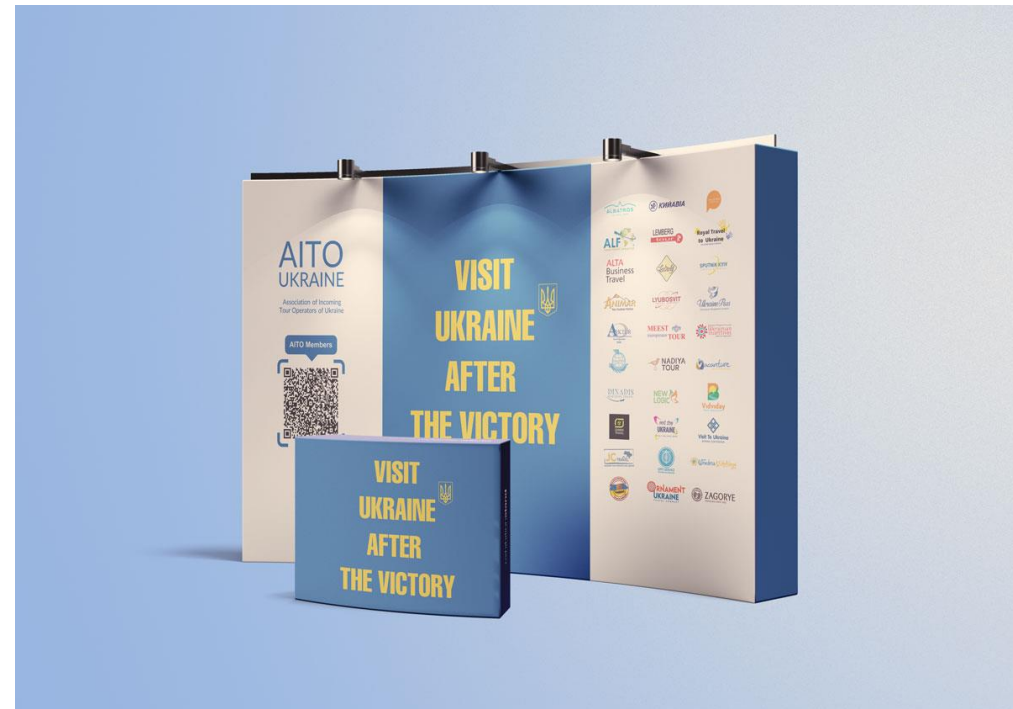
✓ initiated meeting with the Ministry of International Aid for presenting projects to help Ukrainian travel industry

-> AITO booth

-> Seminar with UA presentation

-> Panel discussion “How Sweden can help Ukrainian tourism industry”

-> Press-conference



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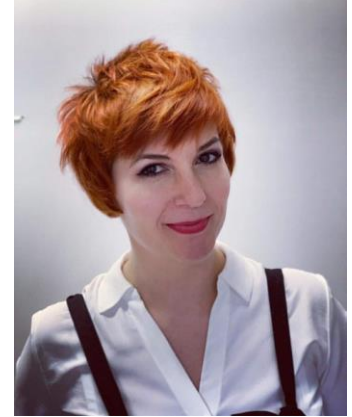
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# #VisitUkraineAfterTheVictory

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Association  
of Incoming  
Tour Operators  
of Ukraine


# AITO UKRAINE



We highly appreciate all your support and efforts in helping Ukraine now!  
The time to rediscover touristic Ukraine will come soon



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