

# Ukraine Tourism Report Q2 2016

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## Abstracts

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**BMI View:** Ukraine's tourism market has suffered significantly in the past couple of years from the ongoing conflict with Russia. However, as hostilities have subsided in Kiev and in the Western part of the country, essentially confined to the East, this is restoring a little confidence in the tourism market. As such, international arrivals will be increasing in 2016, bringing with them new opportunities for a hotel sector that is in dire need of upgraded infrastructure, and opening up to new markets (such as the budget market). The value of international travel receipts should also increase as a consequence of these dynamics.

### Key Updates And Forecasts:

As hostilities have subsided in and around Kiev, as well as in the Western regions of the country, Ukraine is witnessing a reversal of later trends with a 4.34% increase in the number of tourist arrivals in 2016. Over the longer term, this might open up new opportunities for the hotel sector.

Air travel connections are expanding a little, with Ukraine International Airlines opening new routes in Kazakhstan and Georgia at the end of 2015/beginning of 2016. This signals that the country is seeking to expand its tourist base, currently overwhelmingly focused on Europe.

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