

Ukraine Tourism Report Q4 2016

<https://marketpublishers.com/r/UCA833BACA4EN.html>

Date: August 2016

Pages: 31

Price: US\$ 1,295.00 (Single User License)

ID: UCA833BACA4EN

Abstracts

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BMI View: The outlook for Ukraine's tourism market remains extremely weak. Escalating conflict in the country and rising tensions with Russia surrounding Crimea, including a growing military presence along the border, will continue to deter visitors and investors. We therefore expect to see significant contractions in inbound tourism and across key indicators for the hotel market over the course of the forecast period to 2020. Even prior to the current crisis, Ukraine was struggling to attract significant volumes of visitors or sufficient investment into the ageing hotel sector, meaning the country faces a long road ahead to become a competitive tourism destination in the region.

Key Updates And Forecasts

Despite the conflict, Ukraine remains well connected to other markets in the region. A recent addition to available flight routes includes a three times a week service between popular city-break destination Lviv and Vilnius in Lithuania.

We have downgraded our forecasts for Ukraine's tourism industry this quarter. Inbound arrivals are now expected to continue their decline in 2016, falling by 2.5% to reach 12.1mn. This leaves the inbound travel market less than half the size of the pre-crisis market.

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