



MIRROR

OF THE WORLD

Advertising and Publishing Center

Your promotion in Ukraine is our work!

Why Ukraine?

- Constant growth of exit tourism during 2006-2008 in Ukraine



- Against expectations in the first 6 month of the year 2009 the reduction of tourists exit flow was 1% and it was 11,3 mln

Why Ukraine?

Growing number of Ukrainians prefer an individual tourism

Purpose of the trip	2007	2008	2009
Business	4%	6%	5%
Organized tourism	11%	7%	5%
Individual tourism	85%	87%	90%

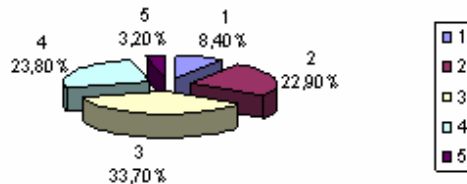
Constant grows of exit tourist flow to Europe and other countries of the world
(except CIS countries)

Direction	2007	2008	2009
EU countries	51%	54%	59%
Other countries	8%	10%	12%

Why Ukraine?

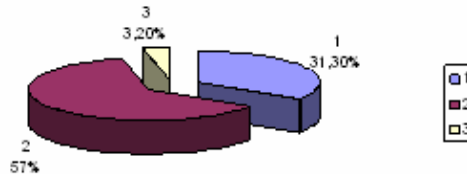
Potential consumers of tourist services

Income level of Ukrainians (2009)



1. Low income - 8,4%
2. Middle “minus” income – to buy a good suit or mobile phone have to borrow or economize – 22,9%
3. Middle income – have enough for basic needs, but to buy expensive things have to borrow or economize – 33,7%
4. Middle “plus” income – can buy expensive things, but have to borrow or economize for flat or car purchase – 23,8 %
5. High income – can buy anything at any time – 3,2%

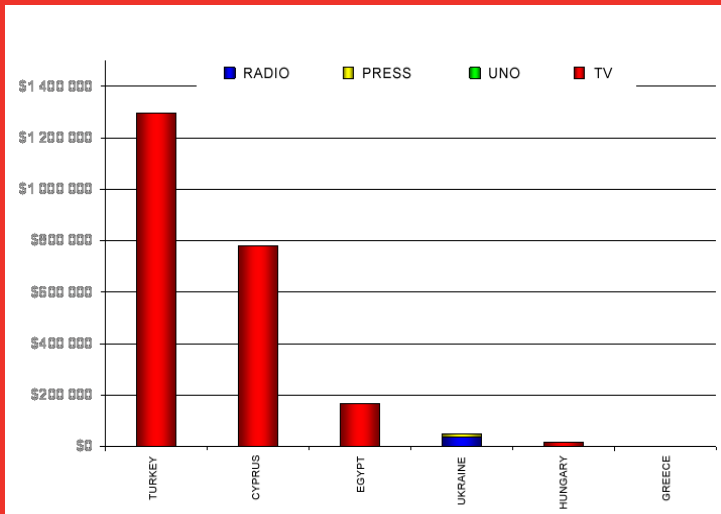
Potential consumers of tourist services



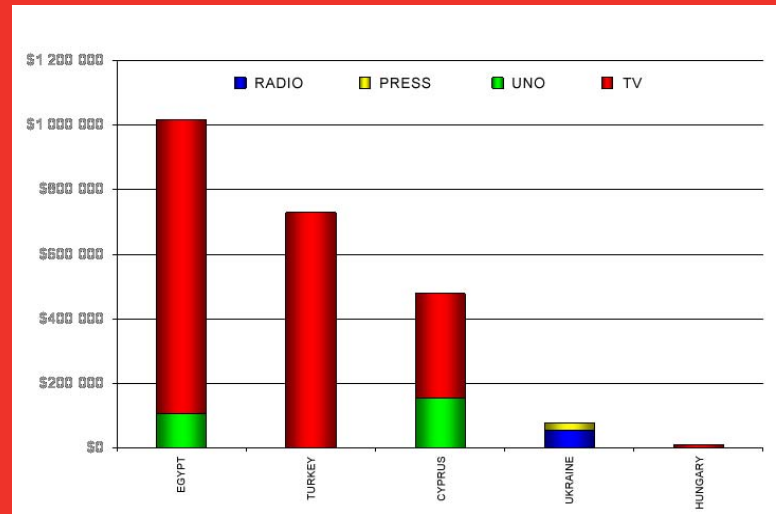
Potential consumers of tourists services – 3-5 categories, luxury services - 5th category
 Thus, 60,7% or 27,7 mln of Ukrainians are potential consumers of tourists services and 3,2% or 1,5 mln are consumers of luxury services

1. Do not travel or seldom travel – 31,3% (14 mln)
2. Can allow service of middle – high price category tourists services – 57% (26,3 mln)
3. Potential consumers of luxury services -3,2 % (1,5 mln)

Why we have to promote in Ukraine?



5 countries were promoted in 2008 in Ukraine. Egypt and Turkey spent the biggest budgets using TV and outdoor media channels.



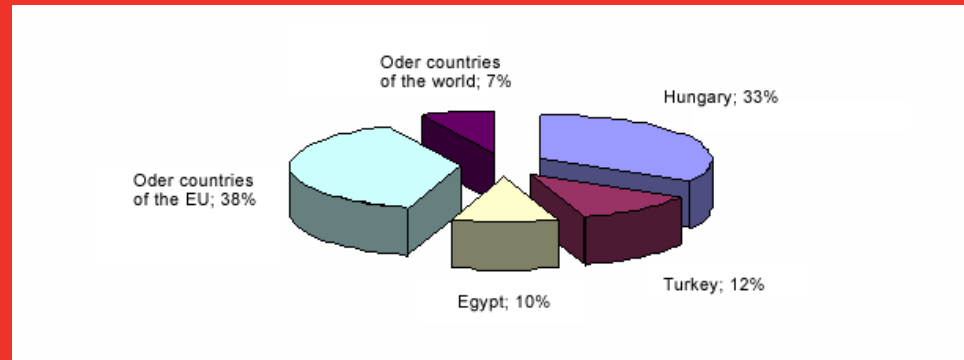
6 countries were promoted in 2009 (Jan - Aug) Turkey and Egypt were the biggest advertisers. Turkey invested the biggest budget into advertising. Egypt is the biggest advertiser at TV.

Why you have to promote in Ukraine?

During last 2-3 years In Ukraine as a result of promo and advertising activities Hungary, Turkey and Egypt became the leaders as the most visiting countries by Ukrainian exit tourists in 2008.



The part of general tourists flow (except CIS countries)



Why Mirror of the World?



The growth of Ukrainian tourists flow in partner-countries

Our participation in Ukrainian delegations at different tourists exhibitions and forums in Great Britain, Germany, Italy, China, USA etc. provides the increase of tourists flow to these countries.

Professional info presentations let many companies to find reliable partners abroad and in Ukraine.

Our partners cooperation with foreign specialists helps to represent Ukrainian experts at international events and let the companies to enforce their positions in tourism market. With our support were signed contracts between partners and it brought to increasing of tourists flow in these countries during the last 5 years.

For example:

2004-2009

USA +70%

Czech Republic + 50%

Bulgaria + 32%

Croatia +30%

Israel + 25%

Mirror of the World



Market research
Positioning
Media planning

- Professional support in planning activities

Creative & design
BTL/ ATL
Event-management

- Creative approach for business task decisions

Polygraph
Book production
Souvenirs
production

- Project management and realization

Why Mirror of the World?



- Work 10 years at tourists market
- Cover valuable segments of tourists industry by publishing 2 magazines (professional and popular)
- Develop partners relationships and wide network with different media channels
- Provide efficient international PR and advertising campaigns
- Cooperate, but do not compete with tourists operators and agencies, they are our partners
- Organize, manage, participate the events, conferences, seminars, festivals, exhibitions
- Resolve different business tasks using our professional, creative and production skills
- Create, design and produce different kinds of printed products and souvenirs

CONTACTS



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