

# Tourism For Ukraine: Key Actions the Tourism Industry Can Take to Support Ukraine and Neighboring Countries

#TourismForUkraine

*Last Updated 7 September 2022*

# A Note On #TourismForUkraine

The Russian invasion of Ukraine on February 24 had wide-reaching effects across the world. While many communities and companies sprang to action to address short-term relief efforts, we — four women working within the hospitality and tourism industries — had a deep desire to understand the mid- to long-term effects of the war, and what we in tourism could do to make a difference.

We created a think tank consisting of colleagues representing destinations, tour operators, and industry associations from Ukraine, neighboring countries, and other destinations impacted by the war. During these calls, we clarified questions, shared insights, discussed what the consequences of this war could potentially mean for tourism, and shared actions that people and organizations could do today to help mitigate those negative effects. This document came from that.

**We hope this document can be a tool that anyone working in the tourism industry can use to take action, big or small, and that it spurs all of us to do something.** We are humbled by the generosity of everyone who invested their time in these calls, and we are particularly grateful to our colleagues in Ukraine who continue to show incredible resilience in the face of this unprovoked war. And, thank *you* for taking action and standing in solidarity so that the tourism industry comes out stronger on the other side.

Alessandra Alonso, [Women in Travel CIC](#) // Audrey Scott, [Uncornered Market](#) // Beth Santos, [Wanderful](#) // JoAnna Haugen, [Rooted](#)

# The People Behind Tourism For Ukraine

Thank you to the following people who participated in the Tourism For Ukraine think tank calls and contributed to this document. They shared their knowledge about the current tourism challenges and needs in Ukraine and other countries impacted by the war, ideas on how different stakeholders in the tourism industry could act and support in practical ways, and interest in cooperating together to show solidarity within the industry and with Ukraine.

Gergana Nikolova, <a href="#">Adventure Travel Trade Association</a> (Bulgaria)	Mariana Oleskiv, <a href="#">State Agency for Tourism Development of Ukraine</a> (Ukraine)
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Tom Smith, <a href="#">Intrepid Travel</a> (UK)	Shannon Stowell, <a href="#">Adventure Travel Trade Association</a> (USA)

“Don’t wait for a convenient moment:  
your mute might become ignominy”

— Dmytro Pavlychko, Ukrainian poet and scriptwriter

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# Part 1:

# Introduction + Background

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# How to Use This Document

This document is divided into a few different sections for easy reference.

**Part 1** includes helpful insights on the war in Ukraine and the expected long-term consequences, specifically as it relates to the tourism industry.

**Part 2** offers **specific actions you can take** and **ways you can use your influence and network** to help the tourism industry in Ukraine recover. It focuses on actions relevant to different subsets of the hospitality and tourism industries.

**Part 3** includes recommendations on how to share this document with your professional network in order to disperse these messages and encourage others to take action.



# How to Use This Document: Your To-Do List

## Here's how to get started:

- ❑ [Visit the Master List of Actions](#) relevant to every person working in the tourism industry. Then, visit the relevant section(s) of the document depending on how you identify. If you play multiple roles, please visit all of the sections that are appropriate.
- ❑ [Tell us what actions you have taken on this document.](#) This will help track impact, and in the case of large, one-off needs it will also ensure multiple organizations don't offer to do the same thing.
- ❑ [Share this document with others](#), including your association members, professional and social media networks, tourism colleagues, and other travelers.

# How to Use This Document: A Final Note

The war in Ukraine is an evolving situation. Because the future is unknown, the mid- to long-term consequences related to the tourism industry are also unknown, but they will surface and become clearer as time goes on.

This document will evolve as well. We will update it periodically as people take action, funding becomes available, situations change, more information becomes known, and new ideas surface. Please return to it and continue to support Tourism For Ukraine.

# Long-Term Tourism Challenges Related to the War in Ukraine

The Russian invasion of Ukraine on February 24 had wide-reaching effects across the world.

Within the tourism industry, many communities took swift action. Examples include:

- Online platforms sprang up to facilitate accommodation needs for refugees.
- Companies organized fundraising drives.
- Many tourism businesses in countries bordering Ukraine – Moldova, Poland, Romania, Slovakia, and Hungary – opened their doors to provide safe refuge to refugees from Ukraine. Some even provided jobs and other support.
- Many countries in Europe offered free train tickets for Ukrainians making their way across the country.
- Cyprus has offered one-year work permits to Ukrainian refugees.

# Long-Term Tourism Challenges Related to the War in Ukraine

More than three months into the war, the question within the tourism industry, in particular, remains:

**How will the war in Ukraine impact regional tourism in the months and years to come?**

This war comes on the heels of the COVID-19 pandemic, which effectively halted tourism in Ukraine, in neighboring countries, and across the world.

Poland, which has taken in and is hosting the largest number of refugees, is [seeing cancellations increase 30%-40%](#) for trips there from abroad, and flights have been cancelled to popular tourist destinations like Krakow.

Moldova, which has taken in the most refugees per capita, has also experienced cancellations from international tourists for almost all group tours and many individual trips this summer.

Considering the need to rebuild the tourism industry in an intentional, mindful way, solutions for helping tourism recover in the region need to be developed and ready to implement when appropriate so that affected markets can recover quickly, appropriately, and sustainably.

# Long-Term Tourism Challenges Related to the War in Ukraine

There are four key areas that require attention and action:

- [Staying aware and advocating against the war in Ukraine](#)
- [Job development and access](#)
- [Building awareness of the region](#)
- [Funding](#)

Those working in the tourism industry have generously supported Ukraine largely with monetary donations, but more can – and should – be done.

Because of its cross-border nature, a thriving tourism ecosystem requires that we support our colleagues in any way possible. This can take the form of small, individual actions to international, large-scale funding initiatives.

# Long-Term Tourism Challenges Related to the War in Ukraine: *Staying Aware and Advocating Against the War in Ukraine*

A prerequisite for truly supporting and rebuilding the tourism sector and colleagues in Ukraine and in impacted regions is that **the war in Ukraine must end.**

The tourism sector can use its influence and power to speak out against the war and show solidarity with Ukraine and its neighbors who are supporting refugees from Ukrainian.

This publicly expressed solidarity can also have a strong impact by showing the tourism community in Ukraine and the surrounding region that the international community cares and is using its public channels to speak out for them.

**This is especially important now as the initial wave of activism and #StandWithUkraine actions have started to decline as the war is already several months old.** However, the war in Ukraine still continues, and the resulting death, destruction, and negative impacts is ever increasing.

# Long-Term Tourism Challenges Related to the War in Ukraine: *Job Development and Access*

Ukrainians who have lost their tourism-related jobs are qualified to work in other tourism and hospitality jobs. Additionally, people who will be involved with rebuilding the tourism industry in Ukraine will require access to education and resources to aid recovery.

## *Challenges and needs:*

- While there are several sites listing resources and soliciting donations, these are scattered and hard to navigate. **A single repository is needed to centralize needs and actions for the tourism industry in regard to the war.**
- Though there are some job listings for displaced Ukrainians (e.g., [this](#) or [this](#)), **a centralized job bank specifically listing hospitality and tourism jobs is needed.**
- **Ukrainian tourism businesses need access to apprenticeships, educational opportunities, conferences and trade shows, certifications, and association memberships** to aid in swift, sustainable recovery once the country can welcome travelers again.
- A loss of tourism in neighboring countries due to the war means that **colleagues in these places might also need access to skill development and market linkages.**

# Long-Term Tourism Challenges Related to the War in Ukraine: *Building Awareness of the Region*

This area of the world was not well known to many people prior to the war. The war might impact people's perceptions not only of Ukraine but surrounding destinations. Additionally, the loss of outbound tourists from Ukraine and Russia has impacted several destinations. Efforts must be made to showcase and amplify the tourism opportunities in the region beyond the imagery currently portrayed in mainstream news, and affected areas should be showcased to potential travelers.

## *Challenges and needs:*

- Travelers are not well acquainted with Ukraine and surrounding countries like Moldova, Slovakia, Poland, Hungary, and Romania as potential tourism destinations. **Exposure of these places as welcoming tourism destinations is essential.**
- Though the war is currently confined to Ukraine, travelers are being encouraged not to visit neighboring countries. While caution may be appropriate in the immediate future, travelers should not be discouraged from ever visiting. **We must introduce travelers to Ukraine and neighboring countries, invest in virtual experiences, and plan trips to support recovery soon after it is safe to travel.**
- Few people outside of the tourism industry (and even many people inside the industry) realize the efforts that have been put forth by the industry, within Ukraine and in neighboring countries taking in large numbers of refugees from Ukraine, in the immediate aftermath of the war. **More widespread, non-niche-specific, consumer-facing media coverage is needed to highlight these efforts.**



# Long-Term Tourism Challenges Related to the War in Ukraine: *Funding*

We expect that there will be considerable money from international and bi-lateral organizations to help rebuild Ukraine once the war is over; investment in tourism should not be overlooked. This includes funding specifically earmarked for rebuilding and restoring tourism-specific infrastructure and cultural sites that has been damaged or destroyed. It also includes funding for the development of tech platforms, marketing campaigns, job training, and other resources to aid in tourism's recovery. Additionally, other impacted destinations are feeling the strain of the war and need financial support.

## *Challenges and needs:*

- **Ukraine will need significant funding for recovery.** The tourism industry will likely not be specifically called out in funding recovery, but it should be. Money must be earmarked now to ensure Ukraine's tourism industry is prioritized in rebuilding the country.
- Neighboring destinations that have generously welcomed refugees are feeling financial pressure. Hospitality providers have donated time, space, and money to house refugees. They have also lost revenue from potential travelers as a result of their proximity to the war and lack of accommodations and services to offer inbound travelers. **These providers need to be compensated for this generosity.**
- Until now, fundraising campaigns have focused on assisting Ukraine and displaced Ukrainians. **Fundraising campaigns are now needed for those who initially donated and continue to donate time and resources to help refugees.**
- A large percentage (70+%) of Ukrainian tour companies and businesses are not expected to survive until the next tourism season. **Funds are needed to pay basic operational expenses and employee costs to keep them alive.**

# Long-Term Tourism Challenges Related to the War in Ukraine:

## *Other*

This war impacts countless people working in tourism in Ukraine and other affected areas. This think tank group is only a small subset of concerned professionals, and there are undoubtedly many things we haven't considered, do not know about, and haven't addressed. Mid- to long-term recovery will be multifaceted and complex, and your input is needed to ensure our impacted colleagues can bounce back as quickly as possible.

### *Identified challenges and needs:*

- Individuals in Russia and Belarus are already greatly affected by the war. Though they may not be at fault, they are paying a steep price for this war. Our colleagues in these countries need to be supported as well, though how to support them is unclear.
- Especially coming out of the pandemic, **small- and medium-sized businesses and entrepreneurs will lack the capital and resources to keep their doors open.** This is especially concerning as these businesses are more likely to directly support the communities in which they're based, [especially if they are owned by women.](#)
- **Women have been and will continue to be disproportionately affected by the war.** Specific assistance is needed to train and educate displaced women so that they can find suitable jobs faster.

[Do you have other ideas for action items? Share them here!](#)

## Part 2:

# How to Take Action

- [Master List of Actions Relevant for Anyone in the Tourism Sector](#)
- [For Tourism Businesses \(Service Providers, Hospitality, Travel Tech, Tour Operators, etc.\)](#)
- [For Industry Associations and Companies, Social Impact Businesses, and Organizations](#)
- [For Travel Media and Content Creators \(Journalists, Bloggers, Influencers, etc.\)](#)
- [For Universities and Educational Organizations](#)
- [For Travelers](#)

Part 2:

How to Take Action

Master List

For Anyone Engaged in the  
Tourism Industry

## Take Action: *Stay Aware and Advocate Against the War in Ukraine*

- ❑ **Stay aware of what's happening in Ukraine and the region**, using trusted news sources and [vetting information posted on social media](#) to be sure it is real and accurate. Fight “war news fatigue” and continue to understand the impact of this war.
- ❑ **Use your personal or organization's social media channels, newsletters, and other networks to speak out against the war**, and stand in solidarity with Ukraine and those impacted by the war. Destination Think, together with the [National Tourism Organization Ukraine #ScreamForUkraine campaign](#), have put together a good [Ukraine Solidarity Media Kit](#) for DMOs, travel companies, and associations to use with graphics and suggested messaging to show solidarity.
- ❑ **Create a page on your website that shows what your organization is doing to Stand With Ukraine** and support the impacted region. Engage your customers to also take action together with you. This could be through fundraising for specific humanitarian organizations active in Ukraine and the region or specifying certain services/products with profits directed toward a specific organization. Here is an example of a corporate [Stand With Ukraine page](#).

[Did you take action? Record it here!](#)

## Take Action: *Support Job Development and Access*

- ❑ **Hire Ukrainian freelancers** using websites like [Upwork](#) (and their special [Opportunity Unlimited program](#) helping connect refugees with work and mentors) for remote work like digital marketing, web, and other projects.
- ❑ **Offer mentorship or other skills development opportunities** for tourism professionals from Ukraine and impacted areas.
- ❑ Do you facilitate or manage tourism-related events or meetings? **Offer free access to industry events to tourism businesses and professionals from Ukraine.**
- ❑ **Support displaced Russian colleagues** with compassion and job opportunities as well.

### ***Action items requiring more investment and coordination:***

*This is an opportunity for organizations with greater financial resources to take a leading role in supporting tourism recovery in Ukraine.*

- ❑ **Donate an online repository / microsite to centralize tourism support efforts**, fundraising, and activities.
- ❑ **Donate time and skills to build and maintain a job bank specific for hospitality and tourism jobs**, both on location and virtual positions. It needs to be available in Ukrainian, Russian, and English.

**[Did you take action? Record it here!](#)**

## Take Action: *Build Awareness of the Region*

- ❑ **Host webinars, presentations, and virtual tours** about the appeal of affected destinations to potential buyers and travelers. Encourage people to make connections and plans *now* to put into place as soon as it is safe to do so.
- ❑ **Host upcoming tourism-related events or conferences in impacted areas.** These neighboring countries have the MICE infrastructure. Hosting an event there would be a great opportunity to financially support impacted destinations now that are safe to travel to and expose these regions to people who can further promote their vitality.
- ❑ **Plan to host FAM and press trips that specifically support small- and medium-sized businesses and social enterprises in impacted areas.** Tourism professionals and travel media are powerful word-of-mouth ambassadors and will be needed to aid in swift recovery.
- ❑ **Have you traveled to, have tours in, or have members from Ukraine, Moldova, Poland, Romania, Hungary, and Slovakia?** Use your communication channels, website, or social media to showcase what it was like to visit those countries before the war and why you would recommend others visit.

[Did you take action? Record it here!](#)

## Take Action: *Help Create Funding Opportunities*

- ❑ **Create or support fundraising campaigns** to raise funds for continued humanitarian needs in Ukraine, rebuild tourism assets in Ukraine, and support hospitality businesses and organizations hosting refugees from Ukraine.
- ❑ **Encourage international tourism bodies like WTTC and UNWTO to spearhead fundraising campaigns** to assist affected destinations.
- ❑ **Pressure international and bi-lateral aid organizations** (USAID, EU, UNDP, GIZ, etc.) to allocate tourism-specific funds that focus on sustainability and actively engage the private sector.

[Did you take action? Record it here!](#)



## Take Action: *Other*

- ❑ **Ask any tourism colleagues in Ukraine and other affected areas about what they need to help recover.** These things might be small and specific (like help setting up a website) or large and general (like loans to replace destroyed infrastructure). Identifying these needs and compiling them in a single place will better allow possible solutions to these challenges to surface. (If these actions could be addressed on a larger scale, please let us know in the form linked below.)
- ❑ Pressure hospitality businesses (such as hotels) operating in destinations welcoming inbound Russian travelers **not to make Russian media available to them.** Egypt, Turkey, and Thailand receive an abundance of Russian travelers, so efforts can be directed toward hospitality businesses in these areas.

[Did you take action? Record it here!](#)

Part 2 (Continued):

How to Take Action

For Tourism Businesses

Service Providers  
Hospitality  
Travel Tech  
Tour Operators  
Etc.

# Take Action: *Tourism Businesses*

## Build Awareness of the Region:

- Do you offer tours in Moldova, Poland, Romania, Hungary, and Slovakia? **If you are currently offering tours in these destinations, double down on promotion.** Showcase them on your website. Heavily promote them on social media. Use traveler testimonials to demonstrate their appeal.
- Have you pulled tours from Ukraine, Russia, and surrounding areas? **Work with your local tour guides or suppliers to host virtual tours** or events like wine tastings, cooking classes, arts and crafts classes, and city walks. Promote these as a good way for people to directly financially support individuals in affected areas.

## Other

- If you represent a hotel, hostel, or other accommodation that is able to provide rooms for refugees, **please list your availability** at [Hospitality for Ukraine's website \(hospitalityforukraine.com\)](https://hospitalityforukraine.com).

[Did you take action? Record it here!](#)

Part 2 (Continued):

How to Take Action

For Associations

Organizations

Industry Associations  
Social Impact Businesses  
Organizations

# Take Action: *Industry Associations and Organizations*

## Support Job Development

- Do you represent a tourism association? **Offer free or discounted membership to Ukrainian tourism businesses and professionals into industry associations** so that they can expand their networks, access buyers, and accelerate growth.
- **Offer digital marketplace and networking opportunities for Ukrainian tourism businesses and professionals** to meet and network with travel trade to discuss potential partnerships and cooperation for when Ukraine re-opens for tourism.

## Build Awareness of the Region:

- Does your association or organization host annual or regular conferences or events? **Plan to host an upcoming conference or event in a impacted neighboring country.** These countries are now safe and have the MICE infrastructure. Hosting an event there would be a great opportunity to financially support impacted destinations, expose these regions to people who can further promote their vitality, and provide valuable networking opportunities to local SMEs and tourism organizations.
- **Plan to host FAM trips that specifically support small- and medium-sized businesses and social enterprises in affected areas.** Tourism professionals and travel media are powerful word-of-mouth ambassadors and will be needed to aid in swift recovery.

[Did you take action? Record it here!](#)

Part 2 (Continued):

How to Take Action

For Travel Media and  
Content Creators

Journalists  
Bloggers  
Influencers  
Podcasters

# Take Action: *Travel Media / Content Creators*

## Stay Aware and Advocate Against the War in Ukraine:

- ❑ **Share real stories of what is happening in Ukraine** and use your content to raise awareness of Ukraine and surrounding regions. Utilize tools like [Ukraine Verified](#) to find people to interview or amplify.
- ❑ **Create a page on your blog or website that shows what you are doing to Stand With Ukraine** and support the impacted region. Engage your followers to also take action together with you.

## Build Awareness of the Region:

- ❑ **Devote space to affected regions now to highlight their cultural significance.** Hire and pay local writers, photographers, and creators, if possible.
- ❑ **Use your influence to make the wider public aware** of what the tourism and hospitality industries have done to support and accommodate displaced Ukrainians and Russians.
- ❑ **Have you traveled to Ukraine, Moldova, Poland, Romania, Hungary, and Slovakia?** Use social media or your websites to showcase your experiences traveling in those countries and why you would recommend others visit – either now for neighboring countries or later for Ukraine when it is safe again.

[Did you take action? Record it here!](#)

Part 2 (Continued):

How to Take Action

For Universities and

Educational

Organizations



# Take Action: *Universities and Educational Organizations*

## Help Support Job Development and Access:

- ❑ Do you teach travel-related classes or offer tourism degrees or certifications? **Make scholarships available right away for tourism professionals in Ukraine and neighboring countries** who need access to educational resources and new and updated certification.

## Build Awareness of the Region:

- ❑ **Invite tourism colleagues and professionals from Ukraine and affected areas** to be part of webinars, panels, or other discussions your organization is hosting. This will provide an important platform for them to share their valuable local experience and perspective, as well as promote more opportunities to create new connections.

[Did you take action? Record it here!](#)

Part 2 (Continued):

How to Take Action

For Travelers

# Take Action: *Travelers*

## Build Awareness of the Region:

- ❑ If you have traveled to Ukraine or a neighboring affected country like Moldova, Poland, Romania, Hungary, and Slovakia, **share your travel experiences on social media to highlight** and why you would recommend others visit. Remember, people trust recommendations from friends and family most, so your travel stories can inspire them to take a similar trip.
- ❑ **Begin making plans to visit Ukraine once it is safe to do so.** Book hotel rooms, tours, etc. now for future visits. This puts money into the hands of tourism businesses now.

[Did you take action? Record it here!](#)

# Part 3:

# Looking to the Future

- [How to Share This Document](#)
- [Next Steps for Tourism For Ukraine](#)

# Share This Document

One of the most important actions you can take is to share this document with other colleagues who can also contribute to this effort.

Ideas for sharing document:

- On social media using the hashtag #TourismForUkraine ([see here for suggested text](#))
- In your newsletter ([see here for possible text](#))
- On your website

# Share This Document on Social Media: Shortest Form Content

LINK TO THIS DOCUMENT: <https://bit.ly/3twR3D1>

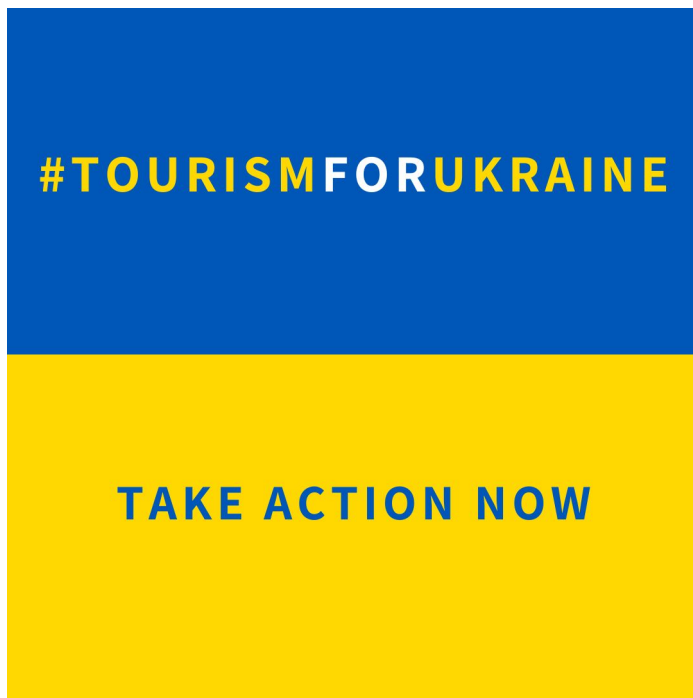
- Join me and encourage the tourism + hospitality industry to take real, tangible actions to support Ukraine + neighboring countries with this important #TourismForUkraine document: <https://bit.ly/3twR3D1>
- Have you heard of #TourismForUkraine? It's a set of tangible actions that all of us in tourism can take to support Ukraine. Learn more: <https://bit.ly/3twR3D1>
- I'm sharing this important toolkit on how members of the tourism industry can help Ukraine + the neighboring region. Read it, share it, act on it: <https://bit.ly/3twR3D1> #TourismForUkraine
- Don't let war fatigue keep you from taking active steps to support Ukraine. #TourismForUkraine is a set of tangible actions that anyone in tourism can take to show solidarity and support: <https://bit.ly/3twR3D1>

# Share This Document on Social Media: Short-Form Content

LINK TO THIS DOCUMENT: <https://bit.ly/3twR3D1>

- In recognition of #WorldRefugeeWeek, an informal think tank called #TourismForUkraine, composed of travel industry members around the world (including in Ukraine and affected countries), has released this incredibly thoughtful and helpful document inviting members of the travel and hospitality industries to take tangible steps to support Ukraine and its neighbors. Please take some time to read it and share it with your professional networks, and join the cause: <https://bit.ly/3twR3D1>
- Are you a travel industry professional, travel journalist, instructor at a hospitality program, or avid traveler? If so, there are concrete actions you can take to help support Ukraine and neighboring countries. Now, a new initiative called #TourismForUkraine has outlined some of those important actions. Join the cause by reading them and passing them onto your network: <https://bit.ly/3twR3D1> #WorldRefugeeWeek
- Don't let war fatigue keep you from taking active steps to support Ukraine and neighboring countries. In honor of #WorldRefugeeWeek an initiative called #TourismForUkraine challenges the travel industry and everyone in it to take concrete steps to help Ukraine in the medium to long-term. Read this document, join the cause, share it with your network (<https://bit.ly/3twR3D1>) and take action.

## Share This Document on Social Media: Graphics



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[Download story](#)



# Share This Document in Your Newsletter

**Sample text to include with a link to the document:** <https://bit.ly/3twR3D1>

“An informal think tank called Tourism For Ukraine, composed of travel industry members around the world (including in Ukraine and affected countries), has released this thoughtful and helpful document inviting members of the travel and hospitality industries to take tangible actions to support Ukraine and its neighbors. Please take some time to read [Tourism For Ukraine: Key Actions the Tourism Industry Can Take to Support Ukraine and Neighboring Countries](#), share it with other people in your organization and network, and take action to show your support and solidarity.”

“Do you and your organization want to support tourism colleagues in Ukraine, but don’t know what to do or how to get started? If so, a new grassroots initiative called Tourism For Ukraine has outlined concrete actions you and your organization can take to help support Ukraine and neighboring countries impacted by the ongoing war. Join us by reading [Tourism For Ukraine: Key Actions the Tourism Industry Can Take to Support Ukraine and Neighboring Countries](#), passing it onto your network, and taking action.”

“Don’t let war fatigue keep you or your organization from taking active steps to support Ukraine. The challenges and need for solidarity areas are still immense, but there are small and simple actions that any organization or individual in tourism can take to support our tourism colleagues in Ukraine and neighboring countries who are also heavily impacted. An initiative called [Tourism For Ukraine: Key Actions the Tourism Industry Can Take to Support Ukraine and Neighboring Countries](#) challenges the travel industry and everyone in it to take concrete steps to help Ukraine in the medium to long-term. Join us by reading, sharing with your organization and network, and taking action. Everything matters. “

# Next Steps for Tourism for Ukraine

This is an evolving situation. The war and its impacts on tourism for Ukraine and nearby affected areas are always changing, as is availability of funding for different initiatives and investments. As such, this document is meant to be a *live* document that is evolving as new challenges and needs emerge, as well as new ideas surface for practical ways the tourism industry can support Ukraine.

## We ask you to:

- [Share the actions you've taken with us](#) so we can log and track them
- [Contact us with other challenges, action items, and ideas](#) you would like added.
- Let us know if you would like to be part of future Ukraine Think Tank calls or emails.
- Take one action, no matter how big or small.

“We can and must turn this page  
if we are friends and are prepared to look  
one another in the eye.”

— Viktor Yushchenko, former President of Ukraine