



SUMMER CAMPS FOR UKRAINIAN CHILDREN

A EUROPEAN TRAVEL INDUSTRY INITIATIVE

WHY THIS MATTERS

War has taken away more than safety — it has taken away the everyday moments that define childhood. **For many Ukrainian children, a summer camp is a chance to feel safe, make friends, laugh, play and simply be a child again.**

A COLLECTIVE EFFORT

The European travel industry is coming together to give Ukrainian children a safe and joyful summer. Travel associations, tour operators, destinations, hotels, transport companies, attractions, restaurants and countless volunteers donate accommodation, meals, activities, local transport and their time.

PROVEN IMPACT



Watch the
video!

The camps provide safe and supportive environments, friendship, recreation, cultural discovery and memories that last a lifetime. They also strengthen cooperation across the travel sector and show how tourism makes a real difference.





LOOKING AHEAD: SUMMER CAMPS 2026

Building on the success of previous two years, two summer camps are planned in 2026 for around 100 Ukrainian children, one taking place in Sweden and Finland, and another one in Latvia.

NEW FUNDRAISER LAUNCHED

To make the 2026 camps possible, a new fundraising campaign has been launched. While accommodation, meals, activities and local arrangements are generously provided by industry partners, funding is still needed to cover the coach transport that brings the children safely from Ukraine to the camps (on average it costs 300€ per child).

Every donation helps make the journey possible!



TOURISM IS ABOUT PEOPLE

This initiative is a powerful reminder that tourism is about more than travel. It is about connection, compassion, and creating opportunities for people to thrive. Together, the European travel industry is proving that even in difficult times, collective action can create moments of joy that children will remember for a lifetime.

ORGANISED BY

This project is led by European travel associations and the New Hope Travel Industry Children's Fund, approved by the Swedish Fundraising Control.

The summer camps 2024 - 2026 are organised and coordinated by FIT/Omnia (Belgium), UHPA (Croatia), REJS (Denmark), SMAL (Finland), ALTA (Latvia), PIT (Poland) as well as AITO (Ukraine) and ECTAA (Europe).

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