


ATM PREVIEW 2024

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- ATM 2024 Floorplan
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START-UPS TAKE CENTRE STAGE AT ARABIAN TRAVEL MARKET 2024



Danielle Curtis

In a fast-paced world driven by ever-evolving consumer preferences, entrepreneurs are not only delivering pioneering solutions to meet these demands but reshaping the world as we know it.

Trailblazing companies such as Air BnB and Expedia have paved the way for an exciting generation of visionaries using technology, data analytics and artificial intelligence to usher in a new era for travel and tourism, where sustainability and personalisation have become key priorities.

The fascinating topic of entrepreneurship in travel and tourism will be the focus of Arabian Travel Market (ATM) 2024, with our theme: 'Empowering Innovation: Transforming Travel through Entrepreneurship'.

Over four days, we will explore how travel and tourism entrepreneurs are working to attract greater funding to further increase the sector's overall contribution to GDP. The event will feature exciting innovators in aviation, accommodation, hospitality and attractions, exploring how innovative sustainable trends will evolve and identifying strategies for growth within key vertical sectors.

Aligning with our central theme and consistent with the Dubai Economic Agenda (D33) to make Dubai a global innovation and business centre, a new entrepreneurship-focused summit will explore the role of travel start-ups in the regional economy. This will be supported by the Markets Insight Summit, which is new this year and focuses on opportunities for tourism investment, as well as the ATM Start-up

Competition in collaboration with Emirates Group's Aviation X Lab and the Intelak programme.

Saudi Arabia's rapidly growing travel market has ramped up its presence at ATM this year, with a dedicated Saudi Village and participation from high-profile exhibitors from the Kingdom. In addition, I'm happy to report that new destinations at ATM 2024 include China, Macao, Kenya, Guatemala and Columbia.

After a record-breaking 30th edition in 2023, we look forward to welcoming over 40,000 attendees from over 155 countries this year and over 2,100 exhibiting companies. I'm also delighted to report extraordinary growth in hotel brands already committed for 2024, representing an increase of 12 per cent year-on-year and a phenomenal 50 per cent rise in new Travel Technology products showcased.

Informative content on a wide array of topics – spanning from the latest trends in hospitality, MICE, leisure, luxury and corporate travel to the profound impact of AI and advanced technology – will be delivered across the main Global Stage and the new Future Stage at ATM 2024, led by respected industry keynote speakers.

Join us at ATM 2024 to discover how start-ups are transforming the industry and learn how you can leverage entrepreneurship to create a more innovative and sustainable future for travel.

Danielle Curtis
Exhibition Director ME,
Arabian Travel Market

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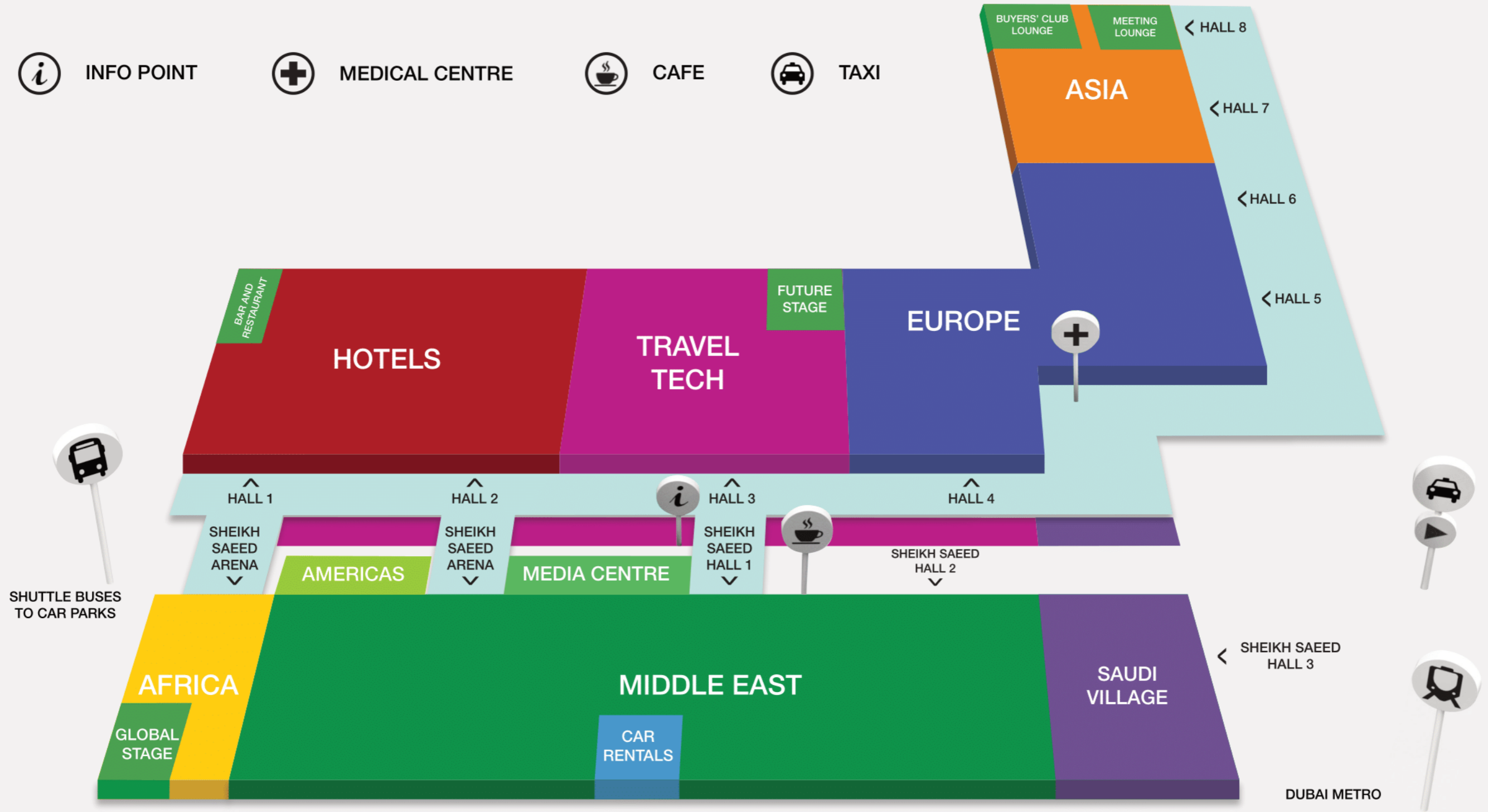
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INNOVATE AND ELEVATE

The 31st edition of Arabian Travel Market shines a spotlight on entrepreneurship in the tourism industry, championing transformative travel experiences with a special focus on innovative sustainable travel trends

In 2023, Arabian Travel Market (ATM) set a new show record by hosting more than 40,000 travel trade professionals over the course of four days. Dovetailing with the show's 30th anniversary, the event brought together more than 2,100 exhibitors and representatives from 155 countries.

A significant highlight of this milestone edition was the introduction of ATM's Net Zero pledge, which outlined 30 short-, medium- and long-term goals to make the event more sustainable. This pledge aligned with the RX Global commitment made by the event organiser RX (Reed Exhibitions) to achieve net zero operations by 2040 – a decade earlier than the industry benchmark.

Building on this firm foundation of sustainability, this year's ATM aims to deepen the focus on environmental

stewardship by empowering the global travel and tourism community to embrace entrepreneurship.

Taking place from May 6 to 9 at Dubai World Trade Centre this year, the 31st edition of ATM will see the emirate once again open its doors to tourism professionals worldwide, inviting them to participate in the region's leading annual travel trade event.

Through the transformative potential of entrepreneurship, ATM 2024 seeks to propel the sector towards greener, more sustainable operations by leveraging innovation, ensuring an even more resilient industry. The show will therefore spotlight how innovators – from start-ups to established brands – are elevating traveller experiences while helping businesses streamline operations, ultimately steering the entire industry towards a sustainable, net-zero future.

TRANSFORMING TRAVEL THROUGH ENTREPRENEURSHIP

Each year, ATM highlights specific aspects of the travel landscape that will shape the industry's trajectory moving forward. The 2024 theme, Empowering Innovation – Transforming Travel Through Entrepreneurship, will

explore how innovative sustainable travel trends will evolve in the short and long term and identify strategies for growth within specific key vertical sectors.

Exhibition Director Danielle Curtis said: "The Middle East's travel and tourism sector has demonstrated impressive resilience and growth in recent years but we must continue to innovate and adapt to achieve the industry's long-term goals. Thanks to ATM 2024's theme, we have a golden opportunity to showcase expert insights, cutting-edge technologies and commercial opportunities with the potential to completely reshape the sector."

“ATM 2024 WILL SPOTLIGHT HOW INNOVATORS – FROM START-UPS TO ESTABLISHED BRANDS – ARE ELEVATING TRAVELLER EXPERIENCES

Analysis from McKinsey revealed that, over the last 15 years, start-ups across all industries in the travel and tourism sector secured only one per cent of total funding. This is despite the fact that the sector accounted for more than 10 per cent of global GDP in 2019. This highlights a substantial gap between the sector's economic output and its investment inflow relative to other industries.

Curtis explained: "Entrepreneurs are crucial to driving progress across all sectors and ATM 2024 will explore how innovators in the travel and tourism space are working to attract greater levels of funding to increase the sector's overall contribution to global GDP. This year's event will feature start-ups from the fields of aviation, accommodation, hospitality, attractions, technology and more, and we are thrilled to provide a platform for such an important area for the tourism industry."

As a global innovation hub, the UAE offers the ideal setting to explore these emerging trends and identify new avenues for expansion. According to a recent report from the United Nations Conference on Trade and Development (UNCTAD), the UAE reported a 28 per cent increase in new foreign investment projects in 2023, compared to the previous year. The report also stated that the UAE recorded the second-highest increase in the number of new foreign investment projects around the world after the United States, which came in first place.

With its sights set on further growth, the UAE aims to attract US\$150 billion in foreign investment by 2030, making this the perfect time to discuss innovation in entrepreneurship and explore how an entrepreneurial mindset can lead to positive change within the industry. With an emphasis on technological innovation, the nation plans to strengthen

its position as an international hub for start-ups – a focus that will greatly benefit entrepreneurs operating in the region's travel and tourism sector.

ON THE AGENDA

The conference programme for ATM 2024 is dedicated to examining the pivotal role of entrepreneurship in shaping a sustainable future for the travel sector. Through a series of sessions, industry leaders will offer insights into this theme while discussing emerging trends across various sectors, including destinations, travel technology, aviation, cruises, investment, recruitment, hotels and hospitality.

Curtis elaborated: "Linking in with the main show theme, a new entrepreneurship-focused summit will explore the role of travel entrepreneurship in the regional economy. Other sessions that will explore entrepreneurship and investment include the new Markets Insight Summit, which will delve into identifying opportunities for investment in tourism, how to attract investors and new avenues for capital investment.

"Supporting this, the Young Entrepreneurs session returns this year, catering to university students and graduates. This session is designed to help build their knowledge on developing a thriving career in the travel industry while also providing networking opportunities for attendees to connect with the future generation of talent," she added.

"Facilitating a wider programme of engaging content, the new Future Stage (formerly the Travel Tech Stage) will deliver insightful sessions from industry thought leaders across the four-day show. New topics on the conference agenda this year include experiential travel, island tourism, interregional travel, generational trends, artificial intelligence and sports

“ ENTREPRENEURS ARE CRUCIAL TO DRIVING PROGRESS ACROSS ALL SECTORS AND ATM 2024 WILL EXPLORE HOW INNOVATORS IN THE TRAVEL AND TOURISM SPACE ARE WORKING TO ATTRACT GREATER LEVELS OF FUNDING



tourism. Sessions across both the Global Stage and Future Stage will be introduced by specialist keynote speakers."

The International Congress and Convention Association (ICCA) and the Global Business Travel Association (GBTA) will return to ATM this year, delivering the latest updates in the business travel and MICE sectors. Building on several years of collaboration with ATM, the ICCA and the GBTA have now been officially appointed as Knowledge Partners in the MICE and business travel segments, respectively.

Curtis added: "There will be dedicated sessions for key source markets, including India, China and the Americas, and a GCC Ministerial Panel will feature high-profile ministers from around the region who will discuss strategies to streamline tourism in the Middle East.

"ATM Travel Tech will also return this year, featuring innovative technology and solution providers and showcasing the next generation in travel technology. The Official ATM Start-up Pitch Battle, in association with Intelak, also returns for a third consecutive year, where travel start-ups will compete against each other, presenting their pioneering and industry-transforming ventures."

SHOW FLOOR HIGHLIGHTS

For the very first time, ATM 2024 will introduce a dedicated Saudi Village to the show floor. This showcase will feature high-profile exhibitors such as Saudia, Flynas, Neom, Dur Hospitality, Amsa Hospitality and the Royal Commission for AIUla.

Curtis said: "We are pleased to report that there is almost a 50 per cent increase in Saudi exhibitors across the show this year. To accommodate all of the new features and sessions, an additional hall has been added, extending the floor space of ATM to 12 halls across Halls 1-8, Sheikh Saeed Arena and Saeed Halls 1-3."

One of the most looked forward to aspects of the show, on the last day of ATM 2024, the Best Stand Awards will return, honouring exhibitor stands across seven categories, including Best Stand Design (with three stand size bands), Best Stand for Business, Best Stand Feature, Best Use of Technology on a Stand and the Sustainable Stand Award – acknowledging exhibitors who have considered the environmental impact of their stand.

INDONESIA TO SHOWCASE 'GREEN TOURISM' EFFORTS

Indonesia's commitment to fostering productive, inclusive and responsible tourism will take centre stage at ATM. Emphasising the principles of sustainability, the nation's efforts for 2024 revolve around the theme of 'Green Tourism and Creative Economy', aimed at showcasing the country's natural wonders while promoting responsible travel.

At the heart of Indonesia's tourism proposition lies the initiative 'Keep The Wonders: Journey Across Destinations' – the theme governing the department's efforts to attract foreign tourists, particularly those from the Middle East. This endeavour invites travellers on a mindful journey through diverse tourism offerings and encourages conscientious travel, with a mission to raise awareness about the impact travellers have on the environment and local communities.

Ni Made Ayu Marthini, Deputy Minister for Marketing, Ministry of Tourism and Creative Economy of the Republic of Indonesia, said: "Purchasing responsibly, supporting the local economy, giving back to the community, minimising the use of plastic, engaging in sustainable activities and selecting eco-friendly tourism industries are all ways that

we can empower human resources and preserve nature, the environment and local culture." By advocating for responsible travel behaviours, Indonesia seeks to ensure the preservation of its natural treasures for generations to come.

Furthermore, Indonesia will highlight its five 'Super Priority Destinations'. "These stunning locations are Lake Toba in North Sumatra, Borobudur in Central Java, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara and Likupang in North Sulawesi," said Marthini. Promising unforgettable experiences, each of these destinations

offers a glimpse into Indonesia's rich cultural and natural heritage.

Moreover, Indonesia's tourism calendar for 2024 boasts a line-up of events. From the F1 Powerboat World Championship in North Sumatra to the MotoGP Mandalika and MXGP World Championship in West Nusa Tenggara, as well as the music festivals – Djakarta Warehouse Project, Hammersonic Festival and Jakarta International Java Jazz Festival – Indonesia promises a year filled with excitement and cultural enrichment.

VISIT STAND AS7358



Lake Toba, North Sumatra

ERTH TO SHOWCASE HOSPITALITY OFFERING

Developed as a beacon of Emirati hospitality, Erth Abu Dhabi is set to showcase its hospitality offerings at ATM. Located near Sheikh Zayed Grand Mosque, this seafront resort delivers a modern escape in the heart of the city.

The property boasts hotel rooms overlooking the beach or gardens while the suites offer private balconies and access to the Al Rayeh Lounge, with a dedicated concierge service. Guests seeking a more luxurious option can book one of the villas, located on the Khor Al Maqta waterfront and offering easy access to the resort's private Blue Flag beach.

Amit Arora, Chief Operating Officer at Erth Abu Dhabi, said: "Erth is not just a destination, it's a journey through the heart of Emirati culture and the spirit of hospitality. In every corner, we are weaving a story of tradition, culture and pride, echoing the timeless vision of our leaders."



Erth Abu Dhabi

Complementing the hospitality offerings are seven restaurants, including Erth Restaurant, which became the first-ever Emirati venue to be awarded one Michelin star. Furthermore, the newly opened Ergon Deli & Café offers a modern twist on Greek dishes crafted with seasonal ingredients.

Guests seeking wellness experiences will find a state-of-the-art gym, an Olympic-sized pool, multiple sports facilities and recovery therapies.

Highlighting its MICE offering, the Erth Ballroom is a versatile space, while the property also boasts several indoor and outdoor venues for events and weddings, complete with catering services.

The property will also spotlight the recent opening of the prestigious École Ducasse Abu Dhabi Studio, a culinary education venue introduced in collaboration with chef Alain Ducasse.

VISIT STAND ME0860



ERTH

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RADISSON HOTEL GROUP CHAMPIONS INNOVATION AND SUSTAINABILITY



Nofa Riyadh, A Radisson Collection Resort

As ATM places a spotlight on innovation and sustainability in travel this year, Radisson Hotel Group emerges as a frontrunner in both areas. The group's pioneering digital transformation and sustainability efforts take centre stage at this year's show, reflecting its commitment to driving positive change within the hospitality industry.

Acknowledging the role of technology in travel, Radisson Hotel Group is committed to enhancing guest experiences through digital platforms, evident in the success of RadissonHotels.com and the Radisson Hotel mobile app. These platforms have swiftly become premier channels for direct bookings, offering seamless navigation for users to conveniently select and reserve their preferred accommodations while also exploring local attractions and dining options.

Furthermore, the group has established an in-house Centre of Excellence for Digital Experience, dedicated to enhancing the digital guest journey. With over a million downloads and a 4.5-star average rating, the Radisson Hotels app has fueled direct bookings across 60 markets.

The group's digital transformation journey has also included the introduction of immersive experiences in 86 hotels worldwide, offering guests the opportunity to virtually explore

properties through interactive content on various devices, including VR headsets.

Radisson Hotel Group's commitment extends beyond digital advancements, encompassing a dedication to sustainability and responsible business practices. With a vision to achieve Net Zero by 2050, the group adheres to principles that prioritise people, the planet and community engagement. Setting industry benchmarks since 1989, the group's sustainability efforts have garnered global recognition, culminating in the Sustainable Business Award at the Global Travel Hall of Fame 2023.

Radisson Hotel Group has adopted scientifically validated targets, focusing on constructing eco-friendly hotel buildings, enhancing energy efficiency, transitioning to renewable energy sources and implementing sustainable operational practices. Noteworthy initiatives include facilitating 100 per cent carbon-neutral meetings and expanding electric vehicle (EV) charging networks, with installations surpassing 900 worldwide.

Additionally, Radisson Hotel Group participates in initiatives such as the Hotel Sustainability Basics and the Pathway to Net Positive Hospitality, in collaboration with the World Travel & Tourism Council (WTTC) and the Sustainable Hospitality Alliance (SHA).

VISIT STAND HC2230

SONDER MAKES ATM DEBUT



Sonder at JBR The Walk

Sonder marks its inaugural presence at ATM this year, aiming to captivate the regional travel market with its upscale accommodations and personalised service offerings.

Catering to both short- and long-term visitors, Sonder offers fully furnished apartment rentals that provide the comforts of home with the amenities of a hotel. At ATM, Sonder will showcase its Dubai properties located in prime urban neighbourhoods, including Sonder at JBR The Walk, Sonder Business Bay and Sonder Downtown Towers.

The company's participation in ATM aligns with the brand's expansion strategy. Kivanc Maloglu, Market Sales Director – Dubai at Sonder, said: "ATM and the Middle East region are pivotal to our business due to the opportunities they offer for networking, building partnerships and showcasing our brand to a diverse audience."

"The Middle East's growing travel and hospitality industry presents immense potential to expand our market presence and drive business growth. Participating in ATM also allows us to stay updated on industry trends, gain insights into customer preferences and tailor our offerings to meet evolving market needs. This ultimately enhances our competitiveness and success in the region."

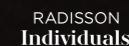
VISIT STANDS ME1120, ME1150

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LUXURY TAKES THE SPOTLIGHT AT ANANTARA'S DUBAI HOTELS



Anantara The Palm Dubai Resort

Renowned for its luxury hospitality offering, Anantara Hotels & Resorts' Dubai properties will showcase the opulent experiences at Anantara The Palm Dubai Resort and Anantara World Islands Dubai Resort, at ATM.

Situated on Palm Jumeirah, Anantara The Palm Dubai Resort invites guests to discover its urban retreat. With a 400-metre private shoreline and views of the Arabian Gulf, guests can enjoy an

exclusive beach getaway. The property offers lagoon access rooms and Dubai's only overwater villas, making it a unique destination. Additionally, the resort features acclaimed dining venues and the award-winning Anantara Spa, further enhancing the guest experience

Located on Dubai's World Islands archipelago, Anantara World Islands Dubai Resort is an exclusive destination. As the first luxury resort on this manmade development, it is nestled on

its own island, promising an unparalleled hospitality experience for all guests.

In addition to showcasing their luxury offerings, both properties will be highlighting special summer offers for UAE residents and visitors.

Anantara The Palm Dubai Resort invites guests to elevate their summer stay with the 'Anantara Villa Special'. Exclusively available for those booking an overwater villa or a one-bedroom beach pool villa, it includes a complimentary gourmet breakfast delivered daily to the villa for up to two adults and two children under 12 years of age. Additionally, guests enjoy savings of up to 30 per cent on their booking. For added flexibility, they may also choose to savour their breakfast at either Crescendo or Revo Café.

Guests booking villas at Anantara World Islands Dubai Resort this summer can also enjoy savings of up to 30 per cent on room rates, with complimentary in-villa breakfast. Guests booking a 60-minute spa treatment at Anantara Spa will receive a complimentary 30-minute extension to customise their experience with an express facial or extended massage.

A 15 per cent discount on selected Anantara Spa retail products is also applicable. Moreover, guests can arrange spa treatments within the villa itself, ensuring ultimate relaxation and convenience. As a final touch, each guest will receive a departure gift.



Sri Lanka

Middle East is a beneficial market for both Sri Lanka and our company, with its capacity to attract high spenders, we see immense potential for growth. ATM is a great platform to showcase our products and services to this discerning audience."

VISIT STAND AS8110

VISIT STAND HC1430

CEYLON CARRIERS TRAVELS TO EXPAND MIDDLE EAST REACH

In a strategic move to boost its presence in the Middle East and Asia, Ceylon Carriers Travels is participating for the first time in ATM. With strong European business ties already in place, the Sri Lanka-based destination management company is aiming to tap into the regional market.

At the show, Ceylon Carriers Travels will highlight Sri Lanka's cultural heritage, scenic landscapes and vibrant offerings to visitors from the Middle East. The company also seeks to establish itself as the preferred partner for travellers seeking unforgettable experiences in Sri Lanka and beyond by leveraging its expertise in destination management.

Senal Nugawela, Manager at Ceylon Carriers Travels, said: "As the

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ROTANA HIGHLIGHTS GROWING PORTFOLIO OF PROPERTIES

Following more than three decades of successful operations in the Middle East and beyond, Rotana Hotel Management Corporation is poised to highlight its global expansion plans across its portfolio of hotels in the Middle East, Africa, Eastern Europe and Türkiye.

In line with Rotana's commitment to strengthening its global footprint, the hospitality group has several market entries in the pipeline. Scheduled to open later this year, Centro New Malden and Centro Kingston will mark Rotana's foray into the United Kingdom. The properties form part of a wider agreement to develop up to 1,500 keys over multiple sites across the greater London region, all under the Centro brand.

Rotana will also be making its Algeria debut in summer this year, with the launch of Azure Rotana Thalasso & Resort. Meanwhile, in Senegal, Rotana has announced a new 150-key Arjaan Hotel Apartments in the bustling city of Dakar. In addition, Rotana has also signed an initial deal for a five-star resort in the West African nation of Benin.

Yet another addition to its diverse global portfolio, the luxury Pontus



Yasmina Rayhaan by Rotana, Riyadh

Rotana Resort & Spa in Georgia will add 600 keys when it opens in 2026.

Regionally, Rotana is set to launch eight properties in Saudi Arabia over the next four years, doubling its key count in the kingdom to over 4,400. This includes the rapid expansion of Edge by Rotana, with plans to reach a target of 30 operational Edge by Rotana properties by 2027. The upcoming Saudi portfolio will include four planned Edge by Rotana properties in Riyadh and an Edge by Rotana property in Al Baha.

Further Rotana properties in the kingdom include Dar Rayhaan by Rotana in Al Khobar and Al Manakha Rotana in Madinah. The regional pipeline for 2024 also includes Onyx Arjaan by Rotana in Manama, Bahrain, Bomonti Arjaan by Rotana in Istanbul, Türkiye, Riviera Rayhaan by Rotana in Doha, Qatar, and Luxor Rotana Resort in Egypt, as well as the opening of Bloom Arjaan by Rotana on Saadiyat Island, Abu Dhabi.

VISIT STAND HC2310

QATAR ACHIEVES RECORD TOURISM MILESTONES



Doha Corniche

In alignment with the Qatar National Vision 2030 and the National Development Strategy, Qatar is witnessing impressive growth in its tourism sector. The first quarter of 2024 saw the country break its own records and achieve new milestones as it continues to work towards enhancing its tourism proposition.

The country's largest shopping festival – Shop Qatar – kicked off the year, followed by the highly anticipated football tournament, the AFC Asian Cup, which became the country's biggest and most attended football event, following the success of the FIFA World Cup 2022. Thanks to these events, Qatar welcomed over 1.5 million international visitors during the first two months of the year – the highest ever in a two-month period – after the country welcomed a record four million visitors in 2023.

The country's February event calendar saw visitation further rise with events such as the 20th-anniversary

edition of the Doha Jewellery & Watches Exhibition, which attracted 30,000 visitors over a week, and the 13th edition of the Qatar International Food Festival, which welcomed 267,000 attendees.

Furthermore, in collaboration with Qatar Airways, Qatar Tourism introduced new stopover packages, broadening tourism options for visitors short on time. This year also witnessed the debut of new attractions and hospitality ventures, including Meryal Waterpark and Our Habitas Ras Abrouq resort. Qatar Tourism also collaborated with Visit Saudi to offer 'Double the Discovery' travel packages for visitors looking to experience both countries.

Keeping up its growth trajectory, Qatar seeks to enhance its appeal as a global hub for families, a MICE destination and an opulent centre of hospitality in the region through immersive venues, cultural traditions and unparalleled experiences.

VISIT STAND ME1520

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Czech Republic

CZECH TOURISM SEEKS TO PROMOTE ACTIVE ESCAPES

Czech Tourism has launched its 'Unexpected Wellbeing' campaign with an aim to showcase the Czech Republic as the ideal destination for travellers seeking active adventures. Tapping into the trend of active tourism, this new initiative highlights how travellers can integrate exercise, relaxation and rest into their journeys through the country's landscapes while immersing in cultural experiences.

In collaboration with regional partners and the Ministry for Regional Development, Czech Tourism aims to attract international visitors while supporting local communities to ensure sustainable tourism development. The new concept envisions the Czech Republic as a natural spa, where travellers can immerse themselves in wellness amid natural settings. As such, every activity, from hiking to cycling, is likened to a spa experience.

Barbara Andelová, International Marketing Manager of New Markets at Czech Tourism, said: "We are thrilled to launch the Unexpected Wellbeing Campaign and invite travellers to discover the Czech Republic in a new light. With its stunning landscapes, rich cultural heritage and opportunities for outdoor exploration, the Czech Republic offers a unique blend of relaxation and adventure."

VISIT STAND EU6130

GERMANY RECORDS GCC VISITOR GROWTH



Reichsburg Cochem

The German National Tourist Office (GNTO) recently announced the country's stellar tourism performance in 2023, focusing on its heightened appeal among travellers from the GCC countries. With a 15 per cent increase in overnight stays from GCC travellers in 2023, totalling 1,297,256, Germany reinforces its position as a leading global destination. The fourth quarter of 2023 alone showcased a remarkable resurgence to near pre-pandemic activity levels, with 263,985 overnight stays, mirroring 97.44 per cent of the figures from 2019.

These 2023 figures indicate the success of the country's tourism efforts, building on the momentum from 2022 when GCC visitors to Germany more than doubled. This also underscores the region's growing fascination with Germany's cultural and sustainable tourism offerings.

The country's rich calendar of events, including the European Championship 2024 coming up this summer, promises to further elevate its status as a premier cultural travel destination. The championship, along with more than 300 cultural events themed around football,

exemplifies Germany's innovative approach to blending sports, culture and sustainability, aiming to attract even more international visitors this year.

Yamina Sofo, Director of the Marketing and Sales Office for GCC at GNTO, said: "Our 2023 performance is a testament to Germany's magnetic appeal and our steadfast commitment to hospitality. Our growth from the GCC region, our third-largest overseas market, highlights the country's multifaceted appeal.

"Germany's allure for travellers from the GCC is multifaceted, offering an enriching blend of stunning natural scenery, exclusive shopping experiences and dynamic urban environments. This diversity not only underscores Germany's universal appeal but also speaks volumes of our commitment to hospitality and inclusiveness."

GNTO will continue to make progress on its sustainable tourism initiatives this year, under the "Simply Feel Good" campaign. This ongoing campaign is driven by creativity, passion and environmental consciousness, aiming to redefine travel experiences by integrating sustainable practices that benefit both the traveller and the planet.

VISIT STAND EU6340



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Global Stage

MONDAY 6TH MAY

12:00 - 12:20
GLOBAL STAGE WELCOME: THE GATEWAY TO GLOBAL INSIGHTS
 As Dubai continues to grow in global popularity as a destination, understand the key objectives and plans for the coming years.
Speaker: HE Issam Abdulrahim Kazim, Chief Executive Officer, Dubai Corporation for Tourism and Commerce Marketing

12:30 - 13:00
STRENGTHENING INTER-REGIONAL TRAVEL: LEARNINGS FROM EUROPE
 Join this chat with the European Travel Commission for actionable insights on fostering seamless travel and the success of Europe's inter-regional travel developments.
Moderator: Richard Dean, Presenter, Dubai Eye
Speaker: Teodora Marinska, Chief Operating Officer and Head of Public Affairs, European Travel Commission

13:00 - 14:00
MINISTERIAL DEBATE: STREAMLINING TOURISM BEYOND THE GCC
In partnership with Ministry Of Economy, UAE
 Ministers from the GCC will take centre stage in a pivotal debate on streamlining tourism. Explore collaborative strategies that allow tourism to fuel economic growth in the region, from the impact of the 'Unified Visa' to enhancing connectivity and commercial development.
Moderator: Richard Dean, Presenter, Dubai Eye
Speakers: Ministers to be announced online

14:30 - 15:00
MARKET INSIGHT SUMMIT: FRAMEWORKS FOR TOURISM INVESTMENT
 Discover prime investment opportunities in tourism, explore tactics to entice investors and learn from industry experts on crafting frameworks to allure, advocate and maintain investments. Don't miss out on key tips and insights for diversifying investment avenues.
Moderator: Jan Gerrit Koechling, Partner Dubai UAE, Roland Berger
Speakers: Basmah Al-Mayman, Regional Director - Middle East, UNWTO; Guy Hutchinson, President - Middle East & Africa, Hilton

15:05 - 15:45
MARKET INSIGHT SUMMIT: CAPITALISING ON CHINA'S PREDICTED TOURISM SURGE
In partnership with Huawei
 Delve into the booming outbound tourism from China, in a panel led by Petal Ads, Huawei's digital advertising platform. Gain strategies to captivate and connect with these lucrative travellers by deciphering trends, cultural nuances and the power of mobile marketing.
Moderator: Sukhpreet Singh Ghataura, Director - Ecosystem Development, MEAI, Huawei
Speakers: Pan Lu, VP - Marketing Sales, Shanghai Dongfang Newspaper Co. (The Paper "Peng Pai Xin Wen"); Justin Chen, President, Huawei Device Cloud Service - Advertising Business Department

15:50 - 16:40
MARKET INSIGHT SUMMIT: UNLOCKING THE TRUE POTENTIAL OF INDIAN TRAVELLERS
 Experts will explore the complexities and hidden opportunities within Indian markets. Discover strategic advantages, understand traveller characteristics and explore winning marketing strategies to elevate your presence in India's dynamic tourism landscape.
Moderator: Virendra Jain, Co-Founder & CEO, Videc
Speakers: Ross Veitch, CEO & Co-Founder, Wego; Raj Rishi Singh, CMO and CBO - Corporate, MakeMyTrip

16:45 - 17:15
MARKET INSIGHT SUMMIT: INFLUENCING THE AMERICAS THROUGH EXPERIENCES, ADVENTURE AND ATTRACTIONS
 As outbound growth from the Americas returns, discover how experience-driven spending shapes travel choices and attracts these adventurers to the Middle East. Explore new sustainable developments and entertainment offerings in the Middle East and how they are opening the door to new markets.
Moderator: Jules Ugo, CEO, LOTUS
Speakers: Anabela Radošević, Head of Business Development, Arabian Adventures; Roberto Bermúdez, Managing Director, NexusCube

TUESDAY 7TH MAY

11:00 - 11:40
ENTREPRENEURSHIP SUMMIT: THE POWER OF FAILING FORWARDS
 Failure is an essential and inevitable part of the entrepreneurial journey and life is one big experiment. Join this thought-provoking, engaging keynote talk, where you will learn how to grow, develop and most importantly, fail forwards towards your goals.
Speaker: Dave Cornthwaite, Chief Adventure Officer, SayYesMore

11:45 - 12:25
ENTREPRENEURSHIP SUMMIT: NURTURING TRAVEL AND TOURISM ENTREPRENEURSHIP TO DRIVE ECONOMIC GROWTH
 Maximise the transformative potential of travel entrepreneurship. Speakers will explore the role of innovation and technology in economic growth as well as government incentives that support entrepreneurial endeavours in travel.
Moderator: Gavin Gibbon, Deputy Middle East Editor at Arabian Gulf Business Insight | AGBI
Speakers: Margaux Constantin, Partner, McKinsey & Company; Charaf El Mansouri, Co-Founder & CEO, Dharma; Danny Cohanpour, CEO, Trove Tourism Development Advisors; Amna Al Redha, Manager, AviationXLab (part of the Emirates Group Future Technology and Innovations team); Mona Faraj, Co-Founder & CEO, ExploreTech

12:30 - 13:15
ENTREPRENEURSHIP SUMMIT: DIVERSITY - THE KEY TO UNLOCKING CREATIVITY
 Unlock the power of diversity to ignite creativity in your business. Explore the benefits of inclusivity and its role in driving innovative offerings. Learn from cross-industry experiences how embracing diversity fuels innovation, ensuring your business thrives in an industry rich with unique perspectives and ideas.

Moderator: Aradhana Khowala, CEO & Founder, Aptamind
Speakers: Sophie Blondel, General Manager, The H Dubai; Michelle Lee, Vice President - Brand & Communications, Dubai Airports Cooperation; Basmah Al-Mayman, Regional Director, Middle East, UNWTO

13:20 - 14:00
ENTREPRENEURSHIP SUMMIT: GLOBAL DISRUPTIONS ARE CATALYSTS FOR INNOVATION
 The past few years have seen unprecedented levels of disruption to economies around the world, affecting traditional thinking about travel and tourism. Instead of trying to react to this disruption, should we embrace and anticipate disruption and use it to grow?
Moderator: Mark Frary, Co-Founder, Travel Perspective
Speakers: Iyad Rasbey, Vice President of Destination Tourism Development, Ras Al Khaimah Tourism Development Authority (RAKTDA); Kevin Czok, Co-Founder and Managing Partner, Stakehouse and Hotel Data Cloud

14:30 - 15:10
DATA-LED BUSINESS DECISIONS, FOR SUPERIOR OPERATIONS
 This discussion will extend beyond traditional boundaries, exploring innovative approaches to meet customer expectations amidst burgeoning growth opportunities. From deciphering the growing passenger numbers by destination airports and the outlook on premium versus economy to redefining luxury in the hotel sector, we will unravel the nuances of consumer travel and preferences and their impact on strategic decision-making.
Speakers: Jeremy Bowen, CEO, Cirium; Sarah Duignan, Director of Client Relationships, STR

15:20 - 16:00
LOOKING SKYWARD FOR

INNOVATION: HOW TECHNOLOGY IS DISRUPTING AVIATION
 The aviation landscape is evolving with Middle East passenger numbers soaring to 429 million this year. Dive into discussions led by aviation innovators, exploring the shift towards a sustainability-focused, tech-driven future.
Moderator: Mark Frary, Co-Founder, Travel Perspective

Speakers: Kevin Hightower, VP of Product, Cirium; Kashif Khalid, Regional Director - Africa & Middle East, IATA; Amna Al Redha, Manager, AviationXLab (part of the Emirates Group Future Technology and Innovations team); Abe Dev, Vice President - Digital & Innovation, Riyadh Air

16:00 - 16:20
NAVIGATING THE FUTURE OF AIR TRAVEL
 Diving deeper into the topic of aviation, the CEO of Dubai Airports discusses the intricate landscape of transport evolution, addressing challenges of sustainability, efficiency and innovation.
Moderator: Mark Frary, Co-Founder, Travel Perspective
Speaker: Paul Griffiths, CEO, Dubai Airports

16:30 - 17:00
THE SHIFT IN TRANSPORT PREFERENCES & WHAT IT MEANS FOR TRAVEL IN THE MIDDLE EAST
In partnership with TTN Middle East
 Join this expert panel as they examine the shift in the transport landscape, driven by sustainability initiatives. Discover the impact of sustainability on travel preferences and the surge in demand for eco-friendly transportation modes.
Moderator: Rashi Sen, Editor, Travel & Tourism News Middle East
Speakers: Björn Bender, Executive Chairman & CEO, RailEurope; Tero Taskila, CEO & Chairman, Beond; Nicolas Soucaille, General Manager, Blacklane UAE



WEDNESDAY 8TH MAY

11:00 - 11:40
LUXURY SUMMIT: NEXT-LEVEL LUXURY - HOW TO STAND OUT AS TRULY PREMIUM IN AN OVERSATURATED MARKET

In an era where the term "luxury" saturates the hospitality industry, how can you truly differentiate? What does it now take to really make a memorable impression that will win over wealthy travellers who feel they've seen and done it all before? Learn what truly sets apart premium properties with this expert panel that shares insights and specifics on what their properties do differently. The secrets to making a lasting impression on the world's most discerning and demanding travellers will be revealed.

Moderator: John O'Ceallaigh, Founder, LUTE: The Luxury Travel Edit

Speakers: Claudia Kozma Kaplan, SVP & Global Head of Brand, Raffles; Richard Alexander, General Manager, The Lana (Dorchester Collection); Michael Grieve, Chief Brand Officer, Jumeirah

11:45 - 12:30
LUXURY SUMMIT: BRINGING THE EXPERIENCE ECONOMY TO LUXURY - ATTRACTING CUSTOMERS WITH ONE-OFF MOMENTS THAT MATTER

Learn how to successfully combine luxury and the experience economy, creating one-of-a-kind moments that resonate with modern travellers. Gain valuable guidance on crafting unique, distinctive and compelling experiences that capture attention and foster loyalty.

Moderator: John O'Ceallaigh, Founder, LUTE: The Luxury Travel Edit

Speakers: Aradhana Khowala, CEO & Founder, Aptamind; Reema Al-Mokhtar, Director of Travel Trade Marketing, Red Sea Global; Amanda Elder, Chief Commercial Officer, Kempinski

12:35 - 13:15
LUXURY SUMMIT: LUXURY PRODUCT DEVELOPMENT - WHAT TRAVEL CAN LEARN FROM RETAIL

In partnership with The Global Travel and Tourism Resilience Council

How can tourism steal the success in luxury markets from retail brands? Discover personalised messaging, multi-channel marketing and top-tier service strategies that can be applied across the travel and tourism landscape to boost the luxury experience. From technology to loyalty strategies, there is a lot to learn from retail.

Moderator: Rhea Saran, Founder, Kahāni by Rhea Saran

Speakers: Dr. Nikhil Kilpady, Global Director - Aerospace, Frost & Sullivan; Amy Nelson-Bennett, CEO, Positive Luxury (formerly Molton Brown and Clive Christian Group); Nicholas Soucaille, General Manager, Blacklane UAE; Christian Delom, President, CDCONSULT

13:30 - 14:20
ICCA PRESENTS: IMPORTANCE OF MARKET INTELLIGENCE FOR SUCCESSFUL HEALTHCARE MEETINGS

In partnership with ICCA

Join ICCA as we explore the power of market intelligence for healthcare meetings. Gain real-life insight into leveraging tailored intelligence to identify trends and optimise strategies. Discover how market intelligence can elevate planning and execution, ensuring impactful outcomes and enriched attendee experiences.

Moderator: Anju Gomes, Regional Director, ICCA ME

Speakers: Lindsay Bowman, Leading Meetings, Incentives, Conferences, Exhibitions (MICE), Sport and eSport, Qatar Tourism; Arwa Asiri, Compliance Officer - MEA Region, Mecomed; Paul Wilson, Executive Director of Partnerships and Business Development, INDEX Holding; Kavitha Pais Prabhu, Director - Association Mangement & Consulting, MCI Middle East

14:30 - 15:00
SHOP, EXPLORE, REPEAT: THE GROWTH OF RETAIL TOURISM

Are people still travelling great distances to grab the best bargains? Does the Middle East remain an important outbound market for shopping tourism despite China opening up? Our speakers deep dive into evolving shopping behaviour and motivations while revealing this year's most popular luxury shopping destinations and how they made it to the top.

Moderator: Rashi Sen, Editor, Travel & Tourism News Middle East

Speakers: Emily Jenkins, Head of Product Development, DW Travel; Sienna Parulis-Cook, Director of Marketing and Communications, DragonTrail International; Sammy Musa, International Markets Director - Middle East, India & Turkey, The Bicester Collection

15:15 - 16:15
GBTA PRESENTS: BEYOND REBOUND, CHARTING THE NEXT COURSE FOR GLOBAL BUSINESS TRAVEL

In partnership with GBTA

2024 marks a pivotal year where the world is back to "business travel as usual." Or is it? Join GBTA and a panel of industry experts as we delve into the latest insights and global and regional forecasts from GBTA's Business Travel Index™ Outlook and outline evolving trends and transformative factors poised to shape the industry for travel buyers, suppliers, business travellers and beyond.

Moderator: Catherine Logan, Regional Senior VP - EMEA & APAC, GBTA

Speakers: Sophie Hulgard, Chief Sales Officer, Accor; Shaun Anderson, Shaun Anderson, Head of Business Development, Dnata Travel Management; Souhilla Taarabit, Group Head of Corporate Travel Services, Al Futtaim

16:30 - 17:30
THE POTENTIAL OF CRUISE: CREATING SWELL IN THE MIDDLE EAST

What are the key challenges and opportunities in positioning the Gulf and wider Middle East as a thriving cruise destination? Explore enhancements to business models, partnerships, infrastructure, marketing strategies and more.

Moderator: Gemma Greenwood, Director, Content Inc

Speakers: Turkey Kari, Executive Director - Marketing and Corporate Communications, AROYA Cruises; Lakshmi Durai, CEO, CruiseXplore; Dave Goodger, Managing Director - EMEA, Tourism Economics; Alaa AlKhatib, Vice President of Destination Management, Dnata Travel Group; Jason Park, Managing Director for North America and SVP of Global Government Affairs, Cruise Lines International Association



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THURSDAY 9TH MAY



10:30 - 11:10
SUSTAINABILITY SUMMIT: COP28 UNPACKED - CHARTING TRAVEL'S PATH TO SUSTAINABILITY

Explore the outcomes of COP28, including commitments to reducing fossil fuel usage and decarbonisation, and learn how this will impact efforts across industries such as aviation, hospitality, attractions and transport. Our panel of sustainability experts will outline the journey to decarbonisation, spotlighting new resources, technologies and collaborative efforts.

Moderator: Adrienne Doolan, CEO, Green Touches

Speakers: Philip Halanen, Head of Sourcing and Sustainability, Wyndham EMEA; Glenn Mandziuk, Chief Executive Officer, Sustainable Hospitality Alliance; Matt Brown, Chief Sustainability & Assurance, Expo City Dubai; Ahmed Samir Elbermbali, Sustainability Market Leader - Middle East Commodities and Industry & Facilities, Bureau Veritas

11:15 - 12:00
SUSTAINABILITY SUMMIT: REFRAMING SUSTAINABLE TRAVEL MESSAGING

In partnership with The Global Travel and Tourism Resilience Council
 While the Middle East is often associated with sand and shopping, its rich natural landscapes and biodiversity often go unvoiced. Explore the concept of NaturePositive travel, emphasising the region's ecological wealth and diverse species tapestries. This session highlights the intrinsic link between travel, nature and biodiversity, showcasing ways in which the Middle East can market itself as

a surprising hub of ecological richness and drive interest from the sustainable traveller.

Moderator: Rylan Enriques, Partner, Boston Consulting Group

Speakers: Kiran Haslam, CMO, Diriyah Development Group; Nico Nicholoas, CEO, Trees4Travel - ZEERO, Trees4Events; Jennifer Croes, Conservation Scientist / Catalyst; Andrew Gardner, Associate Director, Biodiversity Conservation - Emirates Nature-WWF

12:05 - 12:45
SUSTAINABILITY SUMMIT: STANDARDISING SUSTAINABLE PROCUREMENT CRITERIA

In partnership with GBTA
 As sustainability in travel continues to mature, it's becoming increasingly important to streamline reporting and processes. Find out how Sustainable Procurement Standards can help the industry on the road to net zero by integrating sustainability into the RFx process in an impactful way that brings benefit to corporations, suppliers and the planet.

Speaker: Catherine Logan, Regional Senior VP - EMEA & APAC, GBTA

12:50 - 13:30
SUSTAINABILITY SUMMIT: LEVERAGING SUSTAINABILITY FOR LUXURY MARKETS

Discover the intrinsic link between sustainability and loyalty in luxury markets. Speakers will analyse how aligning with sustainable practices can unexpectedly expand reach within luxury markets without compromising on quality. Learn about the evolving demands of luxury travellers and best practices for seamlessly integrating

sustainability into every aspect of your business using real-life case studies.

Moderator: Joseph Diaz, Co-Founder, Afar Media

Speakers: Noelle Homys, Co-Founder, ENVI Lodges; Anders Ellemann Kristensen, Director of Sales, Albatros Expeditions

14:30 - 15:30
EDUCATING YOUNG ENTREPRENEURS: BUILDING A CAREER IN TRAVEL

In partnership with The Emirates Academy of Hospitality Management
 This afternoon is dedicated to inspiring the next generation of travel leaders. ATM welcomes university students and graduates to gain insight into building a thriving career in the travel industry. Our panellists will unveil opportunities, strategies and essential skills needed to pave the way for a successful future in travel.

Moderators: Azza Mabkhout, Student, The Emirates Academy of Hospitality Management; William Thomas, Student, The Emirates Academy of Hospitality Management

Speaker: Mira Zakharia, Senior HR Director, Ras Al Khaimah Tourism Development Authority (RAKTDA)

15:30 - 16:00
NETWORK WITH FUTURE LEADERS

As we wrap on the final day, we invite attendees to join us on the Global Stage to impart wisdom, inspire and connect with university students. This is an opportunity to build connections with future workforces and help support the growth of our future talent pool.



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Future Stage

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MONDAY 6TH MAY

11:30 - 13:10 TRENDS SHAPING THE FUTURE OF HOSPITALITY IN THE MIDDLE EAST

Gain actionable strategies to future-proof your hospitality business. During this session, experts will examine the growing complexities in the hospitality landscape, from identifying emerging source markets to leveraging international tourism trends. This session will also uncover the pillars of future travellers, offering insights into new and existing market trends. Dive deeper into these trends and their impact across various functions, from marketing to operations and commercial aspects. Panellists will highlight tools for future success, from new technology to approaches to marketing and diversification of offerings.

Moderator: Seymore Leigh Moodley, Editor in Chief, Hotel & Catering News
Speakers: Haitham Mattar, Managing Director - Middle East, Africa & South West Asia, IHG Hotels & Resorts; Sandeep Walia, Chief Operations Officer - Middle East, Marriott International; Amnah Ajmal, Executive Vice President of Market Development - EEMEA, Mastercard; Sitara Saeed, Sales Director, Silkhaus; Adrian Messerli, President of Hotel Operations, Four Seasons; Eddy Tannous, Chief Operating Officer, Rotana Hotel Management Corporation PJSC; Bassem Saady, Cluster Director of Sales & Marketing, Banyan Tree Dubai

13:20 - 14:00 THE NEW AGE OF ISLAND TOURISM

The Middle East is at the forefront of creating islands, from the rebooted Palm Jebel Ali development to Sindalah off Saudi Arabia. Islands devoted to ecotourism, such as Hawar in Bahrain, also reflect a new age of island tourism. As natural islands worldwide face up to climate change, how are destinations embracing or facing up to change?

Moderator: Mark Frary, Co-Founder, Travel Perspective
Speakers: Mary Harris, Managing Director, Destination M&C Saatchi; Sherin Francis, Principal Secretary, Tourism Seychelles; Dr. Emad Abuelanain, Associate Professor of Tourism, University of Khorfakkan; Hon. Edmund Bartlett, Minister of Tourism, Jamaica

14:10 - 15:00 FUTURE-PROOFING: BUILDING RESILIENCE AND REINFORCING SECURITY IN DESTINATIONS

Determining the appropriate framework for companies to minimise the impact of future crises while ensuring destinations are known as safe and secure is paramount in destination development. Thought leaders from both the public and private sectors will share best practices in this quest.

Moderator: Elizabeth MacLean, Co-Managing Director, Herdwick Communications

Speakers: Alastair Crossley, Global Head of Travel Solutions, AXA; Nikolaos Gkolfinopoulos, Head of Tourism, ICF; Carlos Cendra, Chief Marketing and Communications Manager, Mabrian Technologies; Syed Ali Haider, Director, Fragomen

15:10 - 15:50 ETERNITYX PRESENTS: AI, BRANDING AND MORE...

In partnership with EternityX
Speakers: To be announced online

16:00 - 17:00 GLOBAL ECONOMIC DISRUPTIONS AFFECTING THE FUTURE OF TRAVEL

Discover strategies to navigate economic disruptions in the travel landscape, including predictions, solutions and geo-political considerations for business resilience from across the travel sector.

Moderator: Valentina Pasquali, Construction and Property Editor, Arabian Gulf Business Insight | AGBI
Speakers: Dave Goodger, Managing Director - EMEA, Tourism Economics; Barbara Buczek, Chief Destination Experiences Officer, Cruise Saudi; Marjan Faraidooni, Chief of Education and Culture & Chief of HR, Expo City Dubai; David Garner, Vice President Commercial - MEA, Minor Hotels

TUESDAY 7TH MAY

10:00 - 10:40 EXPERIENCE, CULTURE & COMMUNITIES: CREATING BETTER PROPOSITIONS FOR EXPERIENTIAL TRAVELLERS

Explore the evolution of travel as authentic experiences and cultural immersion take centre stage for consumers. Learn how to successfully pivot your business to meet the demands of modern travellers who prioritise immersive experiences over traditional destinations, including strategies for diversifying offerings and leveraging existing resources to thrive in the experiential travel era.

Moderator: Caroline Cauret, Founder, Creative Tourism Inc
Speakers: Richard Stolz, Principal, Roland Berger; Alka Winter, VP - Destination Marketing & Communications, Ras Al Khaimah Tourism Development Authority (RAKTDA); Meng-Mei Maggie Chen, Assistant Professor, EHL Hospitality Business School - University of Applied Sciences & Arts, Western Switzerland; Timothy Sau Kin NG, Senior Vice President of Operations, Miral; Ahmed Ibrahim Al Zarouni, Director of Public Parks and Recreational Facilities Department, Dubai Municipality

11:00 - 11:45 BEYOND THE HYPE: DEMYSTIFYING 2024 TRAVEL TECH TRENDS

In partnership with Sabre
Join this panel discussion that will focus on the most impactful trends in travel technology that are set to redefine travel retailing and distribution in 2024 and beyond. This expert panel, featuring leaders from across the travel sector, will shed light on the significant shifts and innovative solutions that are at the forefront of travel technology today including the latest in travel retailing and distribution, the transformative potential of AI and innovative payment solutions. Experts will also touch on the critical importance of sustainability in shaping the future of travel. This session promises valuable insights into not only understanding but also leveraging the evolving landscape of travel technology for success.

Moderator: Ramzi Al Qassab, Managing Director - Middle East, Sabre Travel Solutions
Speakers: Frank Trampert, Senior Vice President & Global Managing Director of Community Sales & Marketing, Sabre Hospitality; Shazia Poona-Haq, Commercial Director - Online Travel, Sabre Travel Solutions; Faisal AlRajhi, Co-Founder, Almatar Group; Sean Kelly, Global Head of Information Technology, Dnata; Hassan Ahdab, President - Hotels Operations, Taiba Investment

12:00 - 12:40 HOW TO BUILD INFLUENCE WITH GEN Z IN JUST 30 SECONDS

Gen Z are coming into the ascendancy. Do we need to rethink our destination marketing strategies to engage this powerful and

growing demographic? How important are social media platforms to Gen Z for travel inspiration and how can we turn eyeballs into actions as tourism professionals? Our panel of experts share their thoughts.

Moderator: Mark Frary, Co-Founder, Travel Perspective
Speakers: Joshua Roche, CEO, Bulla Connect Ltd; Keith Herman, CEO, Trending Travel; HE Harris Whitbeck, Minister of Tourism, Guatemala; Marc-Antoine Simon, Industry Manager, Travel & Tourism - MENA, TikTok

12:50 - 13:50 TRAVTALK PRESENTS: IMPORTANCE OF ATTRACTING THE INDIAN MARKET ACROSS THE GCC

In partnership with TravTalk
Uncovering how the rest of the Middle East can position itself in front of Indian travellers, our panellists will look into food, shopping, luxury and more.

Moderator: San Jeet, CEO, TravTalk
Speakers: Sanjay Kumar, CEO, Travelport India; Ramesh Marwah, Director, Dex Aviation; Manoharan Periasamy, Director General, Malaysian Tourism; Markus Tan, Regional Director - India, South Asia, Middle East & Africa, Singapore Tourism; Alhasan Aldabbagh, President APAC, Saudi Tourism Authority

14:00 - 14:40 DISCOVERING YOUR BRAND'S VOICE

Crafting authentic brand voices is one of the most important parts of marketing. During this session, learn how to infuse humanity, combat misinformation and maintain integrity with this panel of experts. Gain insights into standing out, avoiding pitfalls and

leveraging personal branding for instant impact, providing you with a toolkit that you can apply to your brand immediately.

Moderator: Charlotte Slater, Strategy & Projects Director, Trove Tourism
Speakers: Aquin Mathew, Director of Brand and Marketing - EAME, Hyatt; Daniel Taylor, Executive Director - Client Services, Landor; Coen Bakker, Marketing Manager, The Waste Transformers

15:00 - 15:40 UNLOCKING THE VALUE OF TRAVEL: HARNESSING TECHNOLOGY FOR ENHANCED TRAVELLER JOURNEYS

In partnership with Amadeus
Digital transformation is set to change the travel industry for years to come. This session will look at key benefits the technology will bring and how it could unlock value for the whole of the travel ecosystem.

Moderator: Maher Koubaa, Executive Vice President - Europe, Middle East and Africa, Amadeus
Speaker: Tarique Khatri, Chief Commercial Officer, Almosafer

16:00 - 17:00 TELLING TIMELESS STORIES WITH MEDIA, FILM & TV

In a world where information is consumed at the palm of your hand, in 30-second videos, what role does Film & TV still play? Join influencer and TV star Pariss Noris, as he explores the role of meaningful travel stories, building strategic partnerships and the best opportunities to showcase destinations and products with lasting legacy.

Speaker: Paris Norris, Founder, Guy in Dubai



WEDNESDAY 8TH MAY

10:00 - 11:00

MULTI-GENERATIONAL TRAVEL: KEY CONSIDERATIONS FOR THE MIDDLE EAST

In partnership with Euromonitor
As Gen X regains confidence in travel, seize growth opportunities by understanding multi-generational travel behaviours. Explore unique considerations of each generation and their varied expectations. Discover strategies for crafting personalised, inclusive experiences to create memorable journeys for travellers of all ages.
Moderator: Christy Tawii, Research Manager, Euromonitor International
Speakers: Zeynep Mutlu Bigali, Head of Destination Partnerships - EMEA, Skyscanner; Jamel Chandoul, Senior Vice President - Retail, Middle East and Africa, Amadeus; Kevin Haddad, Operations Manager, ENVI; Boon Sian Chai, Managing Director, Trip.com Group; Emma Campbell, Sector Marketing Director and Acting Director of Strategic Communications, DCT Abu Dhabi

11:00 - 11:40

DECODING MENA'S TOURISM POTENTIAL: UNVEILING NEXTGEN DESTINATIONS IN 2040

In partnership with Google
Showcasing a comprehensive collaboration between Google and Deloitte, this session will offer insights into the evolution and future of the MENA tourism sector, along with an insight into emerging NextGen destinations of 2040, with special focus on MENA's tourism potential. Gain actionable knowledge to inform policymaking, business planning and operational optimisation in the dynamic MENA travel landscape.
Moderator: Hanny Abdelkawi, Head of Travel Sales, Google
Speaker: Jorge Gilabert Hernandez, Partner, Deloitte Consulting, SLU

12:00 - 12:40

EMOTIONAL LOYALTY & EXPERIENCES

In partnership with Global Loyalty Organisation
Uncover the transformative potential of lifestyle-led loyalty programs. Learn about experiential rewards, online communities and personalised offers to enhance loyalty and advocacy. Attendees will gain actionable insights to create emotional connections, strengthen customer relationships and stay competitive in the travel landscape.
Moderator: Ali Bin Zayed, Senior Director, Head of Loyalty, EmCan (Emarat Petroleum)
Speakers: Dr. Nejib Ben Khedher, Divisional Senior Vice President, Emirates Skyward; Ali Ozbay, Senior Director - Marketing, Rixos; Ali Bin Zayed, Senior Director, Head of Loyalty, EmCan (Emarat Petroleum); Jelena Kezika, Senior Director - Strategy, Global Hotel Alliance

12:50 - 13:20

INNOVATIONS SHAPING THE FUTURE OF ACCESSIBLE AND INCLUSIVE TRAVEL

Explore the evolving landscape of inclusive tourism, addressing the US\$58.7 billion market of travellers with disabilities. Learn about innovative strategies, technologies and collaborations driving accessibility and inclusivity in the industry. Discover successful case studies and business benefits associated with investing in diverse traveller needs. Gain insights and initiatives to create more welcoming and inclusive products and services. Join us to shape the future of accessible travel.
Moderator: Inès Blal, Associate Professor Strategy and Operational Management, EHL
Speakers: Jason Burnett, Senior Director Technical & Strategic Development, Intertek; Shafiq Akbar, Chairman, IMARAT

13:30 - 14:15

PUTTING THE TRAVELLER FIRST WITH AI

Explore how AI is reshaping the way we personalise the traveller journey. Experts will discuss the dynamic role that AI plays in travel, providing real-life examples and case studies showcasing its transformative power, from enhancing business intelligence to diversifying offerings. Working with a traveller-first, technology-second approach, learn how to drive better personalisation of experiences.
Moderator: Kate Harden-England, Editor, Travolution
Speakers: Shaon Taklukder, CEO & Founder, Geotourist; Raed Kuhail, Executive Director - Digital and Technology, Miral; Samir Abi Frem, CEO, Lokalee; Ramzi AlQassab, Managing Director, Sabre Travel Solutions, Middle East

14:20 - 14:40

DISCUSSING THE IMPACT OF AI: UNPACKING INSIGHTS FROM BLOOMBERG MEDIA

This insightful session will unpack the latest implications of AI across various industries, with a focus on travel and tourism. Leverage Bloomberg Media's leading research and insights to explore the impact of AI and gain a deeper understanding of its implications for the future.
Moderator: Nicholas Hall, Founder & CEO, Digital Tourism Think Tank
Speaker: Amit Nayak, Managing Director - Middle East & Africa, Bloomberg Media

14:40 - 15:20

STRATEGIC CAPABILITIES AND IMPLICATIONS OF AI WITHIN BUSINESS

In partnership with Digital Tourism Think Tank
Gain strategic insights into the complexities, challenges and ethical considerations of AI integration within business. Experts will offer tailored guidance for C-suite executives, covering key strategies and implementation tactics to navigate the evolution of AI.

Learn how to adapt your business to AI changes and build a long-term vision for its implementation across businesses.

Moderator: Nicholas Hall, Founder & CEO, Digital Tourism Think Tank

Speakers: Bruce Martin, CEO, Travel Gossip; Craig Everett, Founder & CEO, Holibob; Irene Martín Pineda, Supply Regional Manager - Middle East, Africa, & Asia, Civitatis

15:30 - 16:00

THE ROLE OF TECHNOLOGY IN THE CHINESE TRAVELLER JOURNEY

Understand how technology is influencing travel decisions. Diving specifically into the preferences of the Chinese market, understand how your business can adapt and deliver products and services that meet the ever-growing demands of technology-forward Chinese travellers and build brand loyalty from the journey and experience created.

Moderator: Dr Adam Wu, CEO, CBN Travel & MICE

Speaker: Peggy Li, CEO, sps:affinity - Strategic Partnership Solutions

16:15 - 17:00

PRESERVING CULTURE AND HERITAGE FOR FUTURE TRAVELLERS

Preserving our heritage today is the key to unlocking unforgettable experiences for the travellers of tomorrow. Explore the intrinsic link between responsible tourism and the conservation of cultural heritage. Uncover approaches adopted by destinations where tradition and innovation harmoniously coexist. Understand the key tools in place, including marketing messaging and preservation laws, which safeguard their cultural heritage to ensure the successful and safe scaling of key heritage sites.

Speakers: To be announced online



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THURSDAY 9TH MAY

10:00 - 11:30
ATM'S START-UP PITCH BATTLE, IN ASSOCIATION WITH INTELAK
 Inspiring the transformation of travel through entrepreneurship, eight start-ups are invited to battle it out with their innovative and industry-changing business pitches. Celebrate entrepreneurship and innovation in the travel industry during this pitch battle. Partnering with Intelak, a Dubai-based technology and innovation hub, we support start-ups with education, mentorship and resources to address business challenges.
Judges: Sarah Saddouk, Director of Innovation, Entrepreneur.com - MEA; Mohammad Khouri, Early-Stage Investments & Start-up Programmes, Emirates
Participants: Start-ups to be announced online

11:45 - 12:15
THE MIDDLE EAST AS A SOURCE FOR UNLOCKING SUCCESS
In partnership with Travolution
 With the UAE paving the way, the Middle East emerges as a promising source market for destinations like Bahrain, Qatar and Saudi Arabia. This region offers lucrative opportunities for technology businesses seeking to expand their

presence. Technology is not just an enabler but a critical factor for success, driving growth in areas like cruise tourism, tours and activities across the Middle East.
Moderator: Kate Harden-England, Editor, Travolution
Speakers: Bartomeu Gili Prohens, VP Commercial MEAI, Hotelbeds DMCC; Craig Everett, Founder & CEO, Holibob

12:30 - 13:15
EVOLUTION OF SPORTING EVENTS, DIVERSIFYING OFFERINGS FOR NEW GENERATIONS
 Explore the evolution of sporting events, beyond traditional spectacles like F1 and the World Cup. Speakers will address the shifting preferences of Gen Z and millennials towards live events and uncover strategies to reignite interest and travel motivation among younger generations. Learn the importance of nurturing fan bases for long-term success and explore innovative approaches to diversifying income through sports tourism.
Moderator: Mike Dabadie, CEO, Heart and Mind Strategies
Speaker: Mark Jan Kar, Senior Vice President - Entertainment, Content and Programming of ASM Global MENA

13:30 - 15:00
FIND YOUR 2024 NICHE: TOP TRENDS TO TAP IN 2024
 With many travel niches underpinning the growth of tourism in many regional destinations, how can businesses best leverage these trends? Find out how to meet evolving traveller demands for travel experiences encompassing gastronomy and culinary experiences, health and wellness, culture and heritage, nature and more.
Moderator: Gemma Greenwood, Director, Content Inc; Jonathan DeLise, Freelance Food & Travel Writer, FindingFoodFluency
Speakers: Samantha Wood, Founder, Editor & Communications Consultant, FooDiva; Christophe Hobeika, Executive Director, Hotels & Resorts - Sunset Hospitality Group; Harue Oki, JNTO Middle East Representative, Aviareps; Niamh Keohan, Managing Director, We Love Transformational Travel; Desmond Cawley, Hotel Manager, SIRO - Kerzner International; Niamh O'Connell, Vice President of Wellbeing - Jumeirah Hotels & Resorts; Simon Mead, Head of DMC, Almosafer; Ansar Babu, Director of Global Distribution & International Operations - Destination Management and Marketing Office, AIUJa; Saud Aleidi, CEO, Pangaea



*The ATM 2024 Conference Programme is accurate as of the time of publishing

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5 - 7 November 2024
 ExCeL, London



Additionally, the travel industry's high capital requirements pose a significant entry barrier. "Intense competition and low profit margins necessitate substantial financial backing, which may lead to slow returns on investment. The need for potential consolidation to achieve market dominance further exacerbates this challenge."

Constantin added: "The global nature of the travel industry also presents unique challenges, including navigating complex regulatory environments in various regions. Established players benefit from global network effects, making it difficult for start-ups to displace them. Furthermore, the industry's susceptibility to external factors such as economic downturns, geopolitical uncertainty and natural disasters add to the risk profile, potentially deterring investors who may prefer more stable sectors."

Constantin also noted that the travel sector lacks a dense network of specialised investors with deep industry knowledge. "This gap results in a mismatch between start-up funding needs and investor priorities or risk appetites, further complicating fundraising efforts."

UNLOCKING OPPORTUNITIES

Despite these challenges, the travel sector offers promising opportunities for growth. "Aspiring entrepreneurs must navigate a complex landscape characterised by both challenges and opportunities in the travel sector," explained Constantin. "Success hinges on the ability to acknowledge and overcome obstacles while leveraging emerging trends and technologies to carve out a niche in the competitive industry."

Citing examples of successful strategies, Constantin said: "Integrating artificial intelligence into travel operations holds the potential to streamline processes and enhance customer experiences significantly. The increasing emphasis on sustainability also presents opportunities for ventures promoting eco-friendly practices in aviation, hospitality and community engagement."

"Additionally, emerging technologies such as Extended Reality (XR) offer avenues for immersive onboard experiences and innovative marketing strategies. Furthermore, catering to the demand for authentic and personalised travel adventures appeals to a growing market segment seeking unique experiences."



Singapore has positioned itself as an Asian hub for travel technology



Trove's tourism marketing strategies helped establish Andros Island as a sought-after destination

“SUCCESS HINGES ON THE ABILITY TO OVERCOME OBSTACLES WHILE LEVERAGING EMERGING TRENDS AND TECHNOLOGIES TO CARVE OUT A NICHE IN THE INDUSTRY”

SUCCESS STORY

Trove Tourism Development Advisors, a prominent global tourism consulting agency headquartered in New York City, specialises in tourism marketing and destination development. CEO Danny Cohanpour, speaking at ATM this year alongside Constantin, shed light on the motivation behind launching his business.

"The tourism industry lacked a robust marketing and advisory firm with strong digital capabilities," he said. "In the wake of numerous challenges precipitated by the pandemic, tourism boards struggled to allocate their budgets effectively to yield returns. Recognising this gap, I founded Trove."

Today, Trove stands as a premier tourism marketing and consulting agency, operating across 25 destinations on five continents. "I launched my company just before the pandemic," said Danny. "While one might assume this hindered our start-up phase, destinations were actively seeking ways to enhance their strategies and adapt quickly. We capitalised on this demand by developing tools and services to empower destinations in targeting and enticing travellers more effectively."

Among these innovative solutions was TroveSentiment, an in-house traveller

sentiment analysis tool designed to provide destinations with comprehensive insights into traveller feedback before, during and after their trips. Additionally, the company's campaign and media planning team offered a complete suite of digital marketing and branding services, facilitating the development of award-winning marketing campaigns for destinations.

Trove also introduced a tourism strategy and master planning practice to assist destinations in long-term planning for the next three, five and 10 years. These initiatives were complemented by a dedicated team focused on training tourism boards and local stakeholders in essential skills such as sales, customer service, product development, marketing, branding and digital strategies.

Highlighting a noteworthy example, Trove collaborated with the Caribbean Tourism Organisation, Bahamas Ministry of Tourism and Aviation and Compete Caribbean Partnership Facility to transform Andros Island into a thriving leisure travel destination.

Cohanpour said: "The largest island in the Bahamas, Andros had previously struggled with underdevelopment and limited tourism awareness. Trove spearheaded initiatives to address

these challenges by enhancing tourism infrastructure and accessibility while implementing robust marketing strategies. Our approach involved creating a collaborative cluster comprising 130 local tourism businesses. Through a rigorous six-month incubation programme focusing on sales, customer service, product development and branding, we equipped these businesses with essential skills. We also facilitated their transition to online platforms, enabling direct bookings.

"Furthermore, we developed a distinctive brand for the direct-to-consumer product, backed by extensive destination and market research. This encompassed an experiential product development plan and the creation of a cluster branding and marketing strategy. These efforts significantly elevated the visibility and accessibility of Andros Island, establishing it as a sought-after destination for travellers."

RELEVANT ATM SESSION:
 Entrepreneurship Summit: Nurturing Travel and Tourism Entrepreneurship to Drive Economic Growth
 Global Stage
 Tuesday, May 7, 2024 11:45 - 12:25



Marriott Bonvoy Tours and Activities



Explore over 1,000 global destinations with Marriott Bonvoy

ENDLESSLY REWARDING

Become the 'World's Smartest Traveller' with Marriott Bonvoy®

Promising remarkable experiences with extraordinary hotel brands, the Marriott Bonvoy programme assures a world of rewards. Free to join, it offers immediate advantages upon enrollment to start travelling smarter, including complimentary Wi-Fi. Members also have the opportunity to earn Marriott Bonvoy points towards free stays at over 30 hotel brands across 10,000 global destinations with every direct booking at Marriott properties. Additionally, they commence their journey towards elite status with their very first stay, unlocking a spectrum of exclusive privileges along the way.

For families seeking unforgettable vacations or seasoned business travellers accustomed to frequent trips, enrolling as a Marriott Bonvoy member unlocks a world of advantages. From complimentary hotel stays to access to concerts and car rentals, the programme offers an array of benefits tailored to every traveller's needs.

Crafting cherished memories on family vacations is effortless with the Marriott Bonvoy Travel Programme as experiences are tailored to suit every family member's tastes. For example, families seeking a blend of urban exploration and tranquil

beachside relaxation will find Le Méridien Ra Beach Hotel & Spa, nestled near Barcelona, the perfect fit as the property seamlessly combines Mediterranean allure with easy access to the vibrant port city of Tarragona. From art and music to fashion and events, Tarragona offers a rich tapestry of experiences.

As families explore these destinations, they also earn points on tours and activities booked through the Marriott Bonvoy Tours & Activities website.

For guests seeking new culinary adventures, Marriott Bonvoy Moments is an appealing offering, as the programme enables members to exchange their points for exclusive gastronomic experiences or cooking lessons. Furthermore, members can now accumulate points at participating bars, cafés and restaurants, regardless of whether they're staying at the associated hotel.

Catering equally to the needs of business travellers, Marriott Bonvoy offers a seamless blend of work and leisure. Members gain access to a comprehensive array of privileges, including extended check-out times and effortless mobile

check-in, enhancing convenience and efficiency throughout their journeys.

With Marriott Bonvoy, spontaneity is not only embraced but also rewarded. The programme amplifies benefits for impromptu holiday plans and last-minute getaways, ensuring members maximise their travel experiences. Members earn points with over 35 global airlines, which can then be redeemed for complimentary hotel stays, unique experiences and more. Additionally, guests redeeming points for a four-night stay can enjoy the fifth night for free. Moreover, all members can access exclusive rates, while those staying at participating hotels and resorts can enjoy a 20 per cent discount on last-minute weekend getaways, making every spontaneous adventure even more enticing.

VISIT STAND HC1510

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- Use points to embark on your ultimate customised journey.
- Select from a portfolio of over 30 exceptional hotel brands spanning more than 10,000 destinations worldwide.
- Easily transfer points to miles with over 35 airline partners.
- Redeem points for car rentals, tours and activities, homes and villas, restaurants in the UAE and more.
- Bid points for extraordinary experiences with Marriott Bonvoy Moments.



Marriott Bonvoy Moments



THE QUEST FOR NEW EXPERIENCES

In the ever-evolving landscape of travel, the past few years have witnessed a noticeable shift, steering travellers towards a deeper engagement with the destinations they are visiting



While experiential travel is not a new concept, it is experiencing an unprecedented surge, driven by travellers yearning for richer, more meaningful experiences on their journeys.

A recent survey conducted by Skyscanner, involving 18,000 participants, highlighted that tours, activities and experiences will play a greater role in shaping travel preferences throughout 2024. Conducted across 15 markets, this study showed that today's travellers are on a quest for immersive experiences. Trips that incorporate elements of adventure, culture, gastronomy, wellness and heritage are, therefore, on the rise.

CULTURAL CONNECTION

According to insights from the Skyscanner survey, cultural immersion emerges as the topmost priority for travellers in 2024. The report showed that an increasing number of travellers are basing their destination choices on the richness of its cultural experiences. Now more than ever, travellers are actively seeking out locales that prioritise cultural authenticity, and destinations that adapt to this demand are leading the way.

“TRAVELLERS ARE ACTIVELY SEEKING OUT LOCALES THAT PRIORITISE CULTURAL AUTHENTICITY, AND DESTINATIONS THAT ADAPT TO THIS DEMAND ARE LEADING THE WAY

A prime example is Abu Dhabi. With its cultural tourism offerings, the emirate has captivated both residents and visitors alike through a portfolio of attractions that showcases the UAE's diverse heritage while seamlessly integrating art and entertainment into the mix. The annual report released by the Department of Culture and Tourism – Abu Dhabi for the year 2022 revealed that the emirate recorded three million visits to its cultural sites, with a 99 per cent visitor satisfaction rate.

The UAE capital's UNESCO Heritage Sites, including Al Ain Oasis and Bidaa Bint Saud, historic landmarks such as Qasr Al Hosn and contemporary marvels like Louvre Abu Dhabi showcase the very essence of the destination. Complementing these attractions is a year-round calendar of events, including the Al Hosn Festival, Abu Dhabi Music Programme, Abu Dhabi Art Fair, The Culture Summit and more.

Moreover, the development of the Saadiyat Cultural District is a testament to Abu Dhabi's cultural evolution. Set to host prominent venues, such as the Natural History Museum Abu Dhabi, Guggenheim Abu Dhabi, Zayed National Museum and the TeamLab Phenomena Abu Dhabi, the district promises to further elevate the UAE capital's status as a global cultural hub.



Saadiyat Cultural District will host one of the world's largest concentrations of museums and galleries



Qasr Al Hosn, Abu Dhabi

ADVENTURE ON THE AGENDA

A 2023 Booking.com poll revealed that 73 per cent of travellers expressed a desire to venture beyond their comfort zones in their upcoming trips, 70 per cent expressed interest in backpacking journeys, while 67 per cent sought out wilderness survival experiences.

These findings highlight the growing demand for adventurous travel experiences. In 2022, the global adventure tourism market was valued at US\$292 billion, with projections showing that this segment will witness further growth, surpassing the one trillion dollar mark by 2030.

Carving its own niche within the adventure tourism sector is the emirate of Ras Al Khaimah, distinguished by its array of world-class offerings.

Raki Phillips, Chief Executive Officer of Ras Al Khaimah Tourism Development Authority (RAKTDA), said: “Ras Al Khaimah offers the perfect blend of adventure and outdoor experiences, capitalising on its diverse natural landscapes, off-grid charm and heart-

pounding pursuits to position itself as the adventure capital of the Middle East.

“From Jebel Jais, the UAE's highest peak, offering a range of exhilarating mountain activities such as Via Ferrata, Jais Flight (the world's longest zipline) and Bear Grylls Explorers Camp, to thrilling desert off-roading, quad biking, hot air ballooning, aerobatic flights and so much more, the destination is the perfect choice for adrenaline enthusiasts.”

In response to the increasing demand for unique and adrenaline-fueled experiences, Ras Al Khaimah has swiftly expanded its offerings in recent years, introducing a host of new adventures tailored to thrillseekers.

“This includes investing in world-class adventure attractions such as the Jais Sledder, boasting the region's longest toboggan where you reach speeds of up to 40 kilometres per hour hurtling down Jebel Jais, and over 80 kilometres of world-class hiking trails on the Hajar mountain range. Visitors can also get their fix of adventure through activities such as mountain biking, abseiling and canyoning, to name just a few,” said Phillips.

“IN RESPONSE TO THE INCREASING DEMAND FOR ADRENALINE-FUELED EXPERIENCES, RAS AL KHAIMAH HAS SWIFTLY EXPANDED ITS OFFERINGS



Jebel Jais, Ras Al Khaimah



Raki Phillips

LOCAL APPROACH

The allure of locally curated experiences lies in their capacity to offer a deep dive into a destination. Today's travellers prefer customised itineraries that unveil the lesser-explored facets of a locale.

In alignment with this growing trend, Radisson Hotel Group launched its Local Experiences initiative. "As part of our local strategy, Radisson is redefining the hospitality experience through our extraordinary Local Experiences initiative," said Tim Cordon, Chief Operating Officer – Middle East, Africa and South East Asia Pacific at Radisson Hotel Group. As part of the programme, guests booking a stay at any Radisson hotel worldwide under this package can indulge in an array of activities aimed at fostering a deeper connection with each destination.

"Meant to provide guests with unique, localised experiences during their stay, this might include packages that offer accommodations along with tickets to local events or activities unique to each location, giving guests a more immersive, culturally rich and, therefore, more memorable experience," he said.

"Our aim is to facilitate genuine interactions with the locale, creating moments that are as enriching as they are enjoyable. These experiences are meticulously planned to provide an effortless yet authentic glimpse into the local way of life, allowing our

guests to take home more than just souvenirs – they take home stories."

Also tying into this approach is the recent opening of Radisson Safari Hotel Hoedspruit – the group's first safari hotel – which makes the most of its surroundings in the grasslands of South Africa. Situated near the Kruger National Park and the Blyde River Canyon, the hotel offers guests direct access to some of Africa's most abundant wildlife and landscapes.

Cordon said: "Guests can take part in any of their bucket-list safari adventures to spot the area's wildlife, like lions, rhinoceros and elephants, whether trekking, on horseback or taking in the sprawling landscape from a hot air balloon. The hotel offers a deep dive into local culture through its décor, cuisine and cultural experiences, providing a comprehensive and well-rounded immersion."

This approach not only provides meaningful experiences but also contributes to the well-being of local communities. "We are excited to engage with and contribute to local communities respectfully and positively, whether through volunteer work or by supporting local businesses, fostering a relationship with empowerment and mutual respect at its core. It's all part of our overarching philosophy to deliver a travel experience that leaves a lasting impression on our guests and instils a profound sense of place."

“OUR PHILOSOPHY IS TO DELIVER A TRAVEL EXPERIENCE THAT LEAVES A LASTING IMPRESSION ON OUR GUESTS AND INSTILS A SENSE OF PLACE



Radisson Safari Hotel Hoedspruit



The St. Regis Red Sea Resort



Kruger National Park, South Africa



Tim Cordon



Lana Ghawi

WILD ESCAPES

Travellers are increasingly yearning for escapes from their urban confines, seeking solace in the tranquillity of natural landscapes. Nature-centric itineraries, featuring activities in untouched surroundings, offer both respite from the urban bustle and a deep reconnection with the environment, fulfilling a growing desire for immersion in the serenity of nature.

"We are witnessing an increase in travellers looking to learn about, preserve and engage with nature, rather than observe it from a distance," said Lana Ghawi, Multi-Property Director of Sales and Marketing at The St. Regis Red Sea Resort and Nujuma, a Ritz-Carlton Reserve. Nature-focused offerings have become a cornerstone for both properties. "This is evident at both resorts, where authentic experiences are integrated into the operations, providing our guests the experiences they need to create an enduring connection with the places they visit and forge unforgettable memories in the process."

Saudi Arabia's Ummahat Islands, home to The St. Regis Red Sea Resort and Nujuma, a Ritz-Carlton Reserve, is a spectacular place where travellers can discover one of the world's most beautiful untouched sanctuaries. Nestled amid crystal-clear waters, pristine white sandy beaches and thriving coral reefs, resort guests are immersed in the natural splendour of the Red Sea coast.

At Nujuma, A Ritz-Carlton Reserve, diving takes centre stage, thanks to

the property's state-of-the-art diving centre. Here, guests can take diving lessons, embark on deep-sea heritage excursions and snorkel amid one of the planet's most protected archipelagoes.

Meanwhile, at The St. Regis Red Sea Resort, a vibrant water sports centre beckons guests to explore a range of activities, from sailing and windsurfing to kayaking journeys through mangrove forests.

"These properties simultaneously focus on highlighting both the authentic local community and culture while bringing the excitement and sensationalism of the modern Saudi experience to life," said Ghawi. "Our experiences are both real and refined, offering guests the luxury of simplicity in the richness of the kingdom's most uninterrupted natural setting. Our goal is to provide an inspirational one-of-a-kind escape where the beauty of Ummahat Islands' natural environment and world-class luxury marry."

RELEVANT ATM SESSIONS:

Experience, Culture & Communities: Creating Better Propositions for Experiential Travellers

Future Stage
Tuesday, May 7, 2024 10:00 - 10:40

Luxury Summit: Bringing The Experience Economy to Luxury: Attracting Customers with One-off Moments That Matter

Global Stage
Wednesday, May 8, 2024 11:45 - 12:30

THE GREAT REVIVAL

The reopening of the Chinese outbound tourism market is a call for businesses to seize opportunities in the global travel landscape



The global tourism landscape experienced a significant transformation in 2023 as China reemerged as a powerhouse in outbound travel. With a staggering 87 million Chinese travellers venturing abroad, it marked a pivotal moment for China's outbound tourism sector, instilling renewed optimism among destinations worldwide.

The trajectory of Chinese outbound travel in 2024 seems poised for continued recovery. Projections from the Annual Report on China's Outbound Tourism Development by the China Tourism Academy indicate a market rebound to 80 per cent of pre-pandemic levels by 2024, with full recovery anticipated by 2025.

EMERGING MARKET DYNAMICS

Analysing the current research and trends within the Chinese outbound tourism market, Justin Chen, President of Huawei Device Cloud Service, Advertising Business Department, noted a significant shift from 2019. He remarked: "There is a noticeable rise in travellers seeking relaxation, exploring unique landscapes, embracing novel experiences and immersing themselves in local cultures. This indicates a trend towards more niche travel styles in a post-pandemic environment."

Chinese tourists' decision-making processes have undergone a notable shift towards emotional considerations. Previously driven by comparisons of travel products and prices, they now place greater emphasis on experiential

elements. "An increasing number of tourists are gravitating towards cultural tourism, seeking opportunities to immerse themselves in tangible or intangible aspects of cultural attractions and products. This includes exploring art, architecture, history, cultural heritage, literature, music, creative industries, culinary traditions and even the lifestyle and beliefs of local communities," explained Chen.

On the other hand, heightened global economic and political uncertainties have prompted Chinese travellers to prioritise safety, healthcare provisions, cultural adaptability, visa policies and overall travel costs when evaluating new destinations.

"These shifting trends in traveller preferences are reshaping the landscape of destination popularity," said Chen. "For example, Lonely Planet's recognition of Jordan in its "Best in Travel 2023" list and favourable visa policies for Chinese travellers have elevated the country's status as a sought-after destination. Similarly, events like Taylor Swift's The Eras Tour in Singapore attracted thousands of Chinese youths seeking immersive experiences. Additionally, Chinese cities like Harbin and Zibo have garnered widespread acclaim on social media due to exceptional service experiences."

Chen also noted that countries in the Middle East emerged as popular destinations for Chinese tourists, facilitated by increased direct flights, visa-free policies, tourist route development and convenient services.

UNLOCKING MARKETING POTENTIAL

Discussing the evolving realm of tourism marketing, Chen said: “Destinations and businesses must prioritise enhancing brand awareness and consideration, alongside engaging in B2B trade marketing initiatives.” Anticipating trends for 2024, he highlighted the growing prominence of consumer-centric strategies, including creative advertisements, content marketing, influencer collaborations and events, all driven by digital innovation.

Thanks to its dominant market share in high-end smartphones within China, Huawei has cultivated a substantial base of affluent users with a strong inclination towards travel and discretionary spending. Through Petal Ads – a mobile ads platform powered by Huawei technologies providing comprehensive marketing solutions covering the entire consumer journey – businesses can establish connections with these users, particularly prospective travellers.

Acknowledging the fragmented nature of Chinese tourists, Chen emphasised the importance of pinpointing target audiences, as needs can vary from segment to segment. Recent data from Petal Ads revealed that among Huawei Mobile Services’ 580 million users, there are over 14 million luxury and wellness travellers, 9.6 million business and investment travellers and eight million solo travellers and adventure seekers. Predominantly residing in tier-one cities, these users typically fall within the 24-to-44-year-old age bracket, allowing for precise targeting based on tailored content strategies.

Leveraging Huawei’s algorithms and architecture, advertisers can employ innovative methods to engage this global audience of smartphone

users, driving sustained interest in destinations among Chinese travellers.

Chen highlighted Petal Ads’ success in crafting innovative marketing strategies tailored for the tourism sector, facilitating numerous collaborations with entities such as the Saudi Tourism Authority, Emirates, King Power in Thailand and Casa Batlo in Spain. “Our strategies have enabled them to precisely target key audiences, driving business success effectively,” he concluded.

SHIFTING TIDES

As travel dynamics continue to evolve, emerging traveller patterns are reshaping the tourism landscape, particularly evident in the shifting preferences of Chinese outbound tourists.

Dr. Adam Wu, CEO of CBN Travel & MICE, said: “The new trend in outbound travel from China leans towards FIT (frequent independent traveller) compared to the previously prevalent large group tours. Since 2023, the majority of Chinese travellers heading abroad do so in smaller groups, notably consisting of young, well-educated individuals eager to explore the world either independently or with a group of like-minded friends.”

Dr. Wu also noted a discernible shift among FIT travellers, who are now inclined to allocate more time within each destination, signifying a preference for immersive experiences in remote locales or those endorsed by influencers. “In-depth travel has become increasingly appealing to Chinese visitors, many of whom opt to rent cars or bicycles to explore multiple places within a country over an extended period, sometimes spanning several weeks,” he explained.

Aligned with the trend towards immersive travel experiences, Dr. Wu highlighted that adventure travel and activities such as desert safaris, sea

“THE MIDDLE EAST HAS EMERGED AS A POPULAR CHOICE FOR CHINESE TOURISTS, THANKS TO INCREASED DIRECT FLIGHTS, VISA-FREE POLICIES AND CONVENIENT SERVICES

cruises, scuba diving and helicopter tours have also experienced a surge in popularity among younger and more experienced visitors, who prioritise authentic experiences over traditional sightseeing.

Another notable trend, as per Dr. Wu, is the increasing popularity of family holidays abroad, especially among affluent families with children who aspire for their offspring to study overseas. These families seek to provide their children with authentic experiences abroad, allowing them to immerse themselves in foreign environments before potentially residing in these destinations.

“We have accommodated numerous requests from Chinese parents seeking to book five-star accommodations for themselves and their children during their travels, reflecting their desire to affirm their status and ensure their children attend prestigious educational institutions, both domestically and internationally.”

Moreover, these journeys often involve educational components and include visits to renowned schools and universities as well as notable attractions inspired by literature, film, TV or online content.

A TARGETED APPROACH

To seize the new opportunities presented by China’s evolving outbound market, Dr. Wu emphasised the importance of adjusting business operations to better suit this market segment.

“To effectively attract Chinese visitors, businesses and destinations must prioritise accessibility by providing information on the China Wide Web and Chinese social media platforms,” he said. “Moreover, Chinese-speaking staff or guides can significantly enhance visitors’ experience, making them feel more welcome, thus increasing their willingness



to spend. The presence of Chinese businesses, from shops to restaurants, further facilitates the travel experience for Chinese visitors,” he added.

“Highlighting unique selling points (USPs) of each destination is vital,” said Dr. Wu, underscoring its role in influencing Chinese visitors’ destination choice. “For example, every emirate in the UAE should showcase its distinct offerings, whether it’s culture immersion in Sharjah or the unparalleled retail experiences in Dubai. Likewise, in Egypt, Cairo’s storied history and iconic attractions, such as the pyramids and Nile cruises, should be emphasised, as these attractions hold great appeal for Chinese travellers. Expanding on this, Middle Eastern and North African countries can further attract visitors by leveraging their positive relations with China, demonstrating friendly policies and highlighting safety and security measures.”

RELEVANT ATM SESSIONS:

Market Insight Summit: Capitalising on China’s Predicted Tourism Surge

📍 Global Stage
📅 Monday, May 6, 2024 ⌚ 15:05 - 15:45

The Role of Technology in the Chinese Traveller Journey

📍 Future Stage
📅 Wednesday, May 8, 2024 ⌚ 15:30 - 16:00



Dr. Adam Wu

GATEWAY TO GROWTH

India's thriving outbound travel market paves the way for new opportunities in the international travel landscape.



Driven by robust economic development and burgeoning prosperity, India emerges as a key player in the international leisure travel realm. Ranking as the fifth-largest economy globally, with a population surpassing 1.4 billion people, the latest projections indicate a doubling of consumption, including leisure and recreation, by 2030, making the outlook for India's outbound tourism market exceptionally promising.

Forecasts project the Indian outbound travel market to reach US\$143.5 billion annually by the decade's end. A recent report by Booking.com and McKinsey revealed that Indians are on track to becoming the fourth-largest global travel spenders by 2030, with expectations of nearly five billion trips, including 50 million outbound journeys. To put this into perspective, before the pandemic, Indian travellers embarked on 26.9 million overseas trips in 2019 alone.

Beyond the volume, Indian travellers exhibit a willingness to spend substantially on international journeys. A survey conducted by Acko Insurance revealed that most respondents expressed readiness to allocate up to US\$7,000 for their international travels. This inclination can be attributed to the country's evolving economic landscape – indicated by a projected sixfold increase in the number of households earning over US\$35,000 per annum, from 2020 to 2030.

Such promising economic indicators contribute significantly to a growing appetite for international exploration and the robust spending habits observed among Indian travellers, with the report further forecasting India's total travel expenditure to skyrocket to US\$410 billion by 2030, marking an increase of over 170 per cent from \$150 billion in 2019.

“FORECASTS PROJECT THE INDIAN OUTBOUND TRAVEL MARKET TO REACH US\$143.5 BILLION ANNUALLY BY 2030, WITH EXPECTATIONS OF NEARLY FIVE BILLION TRIPS

EVOLVING DYNAMICS

The surge in projections highlights India's exponential growth potential, reinforcing why the UNWTO recognises India as one of the world's top three fastest-growing outbound markets.

This burgeoning sector, therefore, takes centre stage at ATM, with the opportunity to delve into market trends through various show features, including a dedicated India Summit, held in conjunction with VIDECON Consultants Private Limited.

Virendra Jain, Co-Founder & CEO of VIDECON Consultants Private Limited, expressed: "Traditionally, the Indian traveller has focused on domestic exploration. However, with the rise of social media and the changed perception that travel adds value to one's life, individuals are now more willing to invest in broadening their horizons."

VIDECON's Indian Traveller Behavior & Insights Report revealed the choices, preferences and behaviours of Indian leisure travellers, across the travel journey. According to Jain, there has

been a notable shift in travel patterns in recent years. While traditionally Indians travelled primarily for family visits or religious purposes, the VIDEDEC survey revealed that three-quarters of travellers now prioritise ‘holiday/vacation’ as their primary reason for leisure travel, followed by VFR at 31 per cent. Notably, pilgrimage remains significant, especially among travellers aged 55 and above, while the desire to escape the urban bustle drives a growing trend of rejuvenation trips.

India’s youthful demographic, with a median age of 27.6 years, is driving a paradigm shift in travel perceptions. The burgeoning purchasing power of this young population is changing the notion held by India of yore, where travel was considered a luxury. Traditionally conservative in budget and product choices, especially in paid accommodation, Indian travellers now prioritise aspiration fulfilment and value maximisation over cost savings. The rapid economic growth of the past three decades has catalysed this shift, with over three-quarters of respondents ranking travel and tourism as their top priority for lifestyle and discretionary spending.

Jain also attributes the surge in international travel to the increasing presence of low-cost carriers in the Indian aviation industry. He explained: “The rising share of low-cost carriers – from 35 per cent in FY20 to 41 per cent in FY23 – in Indian international airlift is making outbound travel more affordable. Moreover, led by a policy push, Indian carriers are also increasing their international footprint, augmenting outbound growth.”

PREFERENCES & PERSPECTIVES

When it comes to destination preferences, insights from the Booking.com and McKinsey report revealed that 70 per cent of Indian travellers favour nearby destinations. This trend is further validated in the VIDEDEC survey, which underscores respondents’ penchant for short-haul destinations, with seven out of 10 opting for such trips. “Thailand emerged as the most favoured country among outbound travellers (16 per cent), closely followed by the UAE and Singapore, each at 14 per cent,” noted Jain.

He also highlighted that Indian travellers frequently find inspiration in movies, with European destinations like Switzerland and Spain – popularised by Bollywood – among the favourites.



“INDIA’S YOUTHFUL DEMOGRAPHIC, WITH A MEDIAN AGE OF 27.6 YEARS, IS DRIVING A PARADIGM SHIFT IN TRAVEL PERCEPTIONS



Meanwhile, emerging destinations like Uzbekistan in Central Asia and Vietnam offer unique and affordable experiences, attracting growing interest and presenting new tourism opportunities.

Jain further emphasised the increasing preference among Indian travellers for unconventional destinations over crowded tourist hubs. “This discerning mindset is driving significant demand for offbeat locales instead of traditional destinations,” he remarked.

According to Booking.com, 58 per cent of surveyed travellers in 2023 actively sought destinations where they could immerse themselves in unique experiences with locals in lesser-known areas. This trend aligns with the growing inclination of travellers towards unique attractions and experiences like safaris, trekking as well as aquatic and aerial adventures, as stated in the VIDEDEC report. Additionally, conscious travellers are placing greater emphasis on mental and physical wellness (22 per cent) or seeking a digital detox (five per cent) when planning their trips.

Jain further noted: “For Indian travellers, climate emerges as the primary factor influencing destination choice, closely followed by the allure of natural and cultural attractions.”

MODELS OF SUCCESS

Honing in on the Middle East – a top choice among Indian travellers – the allure of this region is heightened by factors such as proximity, improved connectivity and affordable airfares. India notably serves as Dubai’s primary source market, contributing 2.46 million visitors in 2023.

According to Jain, Dubai’s approach has resonated exceptionally well with Indian travellers. “Long favoured by

Indian visitors, Dubai has implemented a three-fold strategy, which includes establishing direct connectivity to major metros and tier-two cities in India, leveraging cultural similarities with India and launching customised campaigns to attract Indians seeking high-quality international experiences at competitive prices.” This strategy is mirrored by Emirates, one of the UAE’s flagship carriers, which has announced extensive expansion plans in the subcontinent and introduced pre-approved visas for Indian travellers visiting Dubai.

Among other successful examples, Jain highlighted Singapore’s diverse appeal to Indian tourists, spanning families, adventurers and business travellers. The Singapore Tourism Board’s initiatives like ‘Lost and Found in Singapore’ and brand campaigns featuring events, such as the Formula One Singapore Grand Prix, have garnered popularity among Indian millennials and Gen Z travellers.

Additionally, VietJet’s promotional campaign offering two million tickets to Indians in 2023 bolstered interest in Vietnam. This was further supported by increased collaboration between Vietnam Airlines and IndiGo, resulting in the expansion of routes connecting major cities in both countries.

UNTAPPED OPPORTUNITIES

The untapped potential in India’s outbound travel market lies with young, middle-income, first-time international travellers – digitally savvy individuals who are influenced by global content and trends – explained Jain.

“With the rise of social media and streaming platforms, Indians’ exposure to global content has surged, with the

country boasting the largest user base for YouTube and Instagram, along with substantial subscribers to Netflix and Amazon Prime. This presents significant opportunities for businesses and tourism boards to engage the Indian audience through content creation.”

Additionally, India’s emerging market status is coupled with a growing affluent class, creating opportunities in the luxury travel segment. As the affluent population triples by 2030/31, Indian travellers increasingly seek premium experiences and personalised service.

“Understanding the nuances of Indian travellers’ preferences is essential for any travel brand targeting the Indian market,” emphasised Jain. For instance, food serves as a significant emotional touchpoint for travellers, with businesses and destinations offering vegetarian and vegan options proving to be attractive. Moreover, spaces designed to be children and family-friendly are particularly appealing to this market. Recognising these unique cultural, social and economic factors influencing Indian travellers is crucial for businesses. This is also why traditional travel agents remain indispensable in Indian outbound travel as they offer essential human touch and assurance.

In terms of maximising the potential for tourism businesses, Jain explained that providing customised packages, flexible itineraries, accommodating dietary restrictions and offering amenities tailored to Indian preferences are imperative. Transparent pricing information and convenient payment options, such as credit or debit cards and digital methods like UPI (used by 61 per cent of Indian travellers), are key, as increased adoption of UPI is expected to boost tourism flow from India to countries that currently accept this payment method.

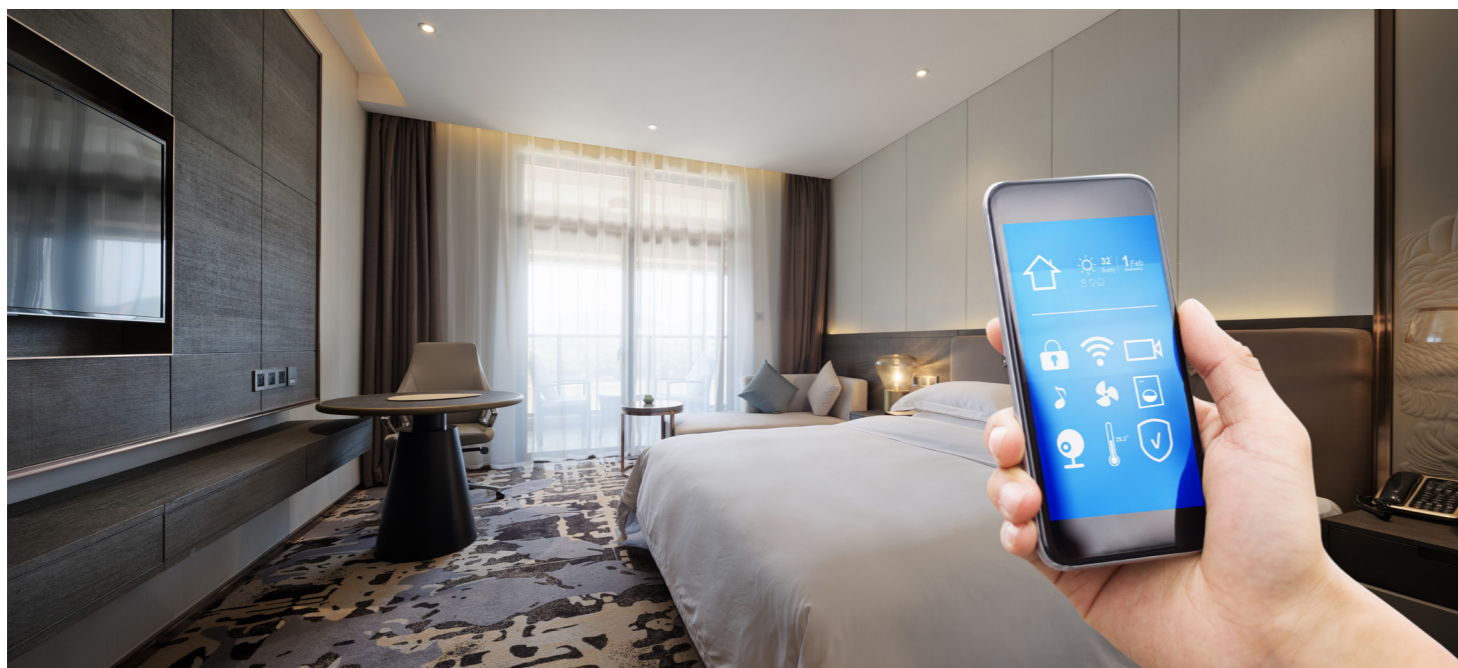
On a practical level, simplifying visa regimes and currency exchange processes are critical issues for Indian outbound travellers, as per Jain. Engaging with travellers at these touchpoints can influence their decision-making, enhance their overall experience and foster long-term loyalty and advocacy.



RELEVANT ATM SESSION:
 Market Insight Summit: Unlocking the True Potential of Indian Travellers
 Global Stage
 Monday, May 6, 2024 15:50 - 16:40

HOSPITALITY REVAMPED

As the hospitality industry undergoes a transformative evolution, reshaping guest experiences and redefining standards, emerging trends are leading the sector to increasingly embrace sustainability and new technologies, all while maintaining a focus on personalised service



The hospitality landscape is constantly evolving with traveller behaviours changing and new trends emerging in response to these patterns. In this dynamic environment, the ability to anticipate and adapt to new trends is integral to success.

Lately, the sector has been witnessing an intensified focus on eco-conscious initiatives, the widespread adoption of contactless technology and the seamless integration of AI-driven innovations. Additionally, there is a growing emphasis on personalised service, holistic wellness offerings and immersive experiences, all of which are redefining guest expectations.

WELLNESS BOOM

“At Rotana, we are excited to witness the convergence of these trends and explore how we can continue to innovate and cater to the evolving needs of today’s travellers,” said Eddy Tannous, Chief Operating Officer at Rotana.

“We are committed to embracing these trends, delivering exceptional and Treasured Time for all our guests.”

In line with global changes, Tannous noted the increased focus on wellness tourism in the Middle East. “This trend has been gaining traction in the region as travellers increasingly prioritise their physical, mental and emotional health during their journeys and includes a rise in the demand for wellness-oriented experiences such as unique spa treatments, yoga retreats, healthy dining options and mindfulness experiences,” he said.

The latest research by the Global Wellness Institute revealed that wellness tourism is one of the fastest-growing

segments of the travel industry. Current projections show that this market is expected to reach US\$1.4 trillion by 2027.

Tannous said: “To cater to this new trend, Rotana introduced Nelly Attar as its Health and Fitness Ambassador in September 2023. An award-winning athlete, successful businesswoman and the first Arab woman to summit K2, Rotana has collaborated with Attar to curate wellness experiences that guests can partake in from the comfort of their Rotana hotel room and even recreate at home.”

PERSONAL TOUCH

Personalisation has become a pivotal focus in hospitality discussions. Today’s guests seek bespoke experiences that go beyond a stay and incorporate their personal preferences along the journey.

Leveraging technology, hotels can seamlessly tailor the entire guest experience, taking care of even the smallest details, from room ambience to lighting – all manageable from guests’ smartphones.

Technology can further assist in personalising the experience by serving as a digital concierge. Today, customised apps are available to offer prompt responses and solutions, thereby elevating satisfaction levels and fostering guest loyalty.

Tannous explained; “At Rotana, we aim to anticipate the needs of our guests to create deeply individualised interactions and have implemented several initiatives to achieve this.

“Firstly, we use advanced data analytics to understand guest preferences



Seahyatt Rotana Resort & Villas, Abu Dhabi



James Hewitson

“THE HOSPITALITY SECTOR HAS BEEN WITNESSING AN INTENSIFIED FOCUS ON ECO-CONSCIOUS INITIATIVES, THE WIDESPREAD ADOPTION OF CONTACTLESS TECHNOLOGY AND THE SEAMLESS INTEGRATION OF AI-DRIVEN INNOVATIONS

overall convenience. These proactive measures reflect Rotana’s dedication to delivering exceptional experiences, while staying attuned to the evolving needs and preferences of today’s travellers.”

DIGITAL TRANSFORMATION

The hospitality industry has been swift to embrace this digital evolution, especially during the post-pandemic era, which saw greater leaps in digital advancements than ever before. Hotels led the charge in integrating various technologies to minimise physical contact during this time and embraced innovations like contactless check-in and check-out processes, digital menu browsing and mobile key cards accessible via smartphones.

Acknowledging the crucial role of technology in the hospitality sector, Radisson Hotel Group is committed to enhancing customer experiences via digital platforms. The group has established an in-house Centre of Excellence for Digital Experience, dedicated to enhancing the online journey for customers.

Thanks to the department’s efforts, RadissonHotels.com and the Radisson Hotels app have emerged as leading online direct booking platforms. Both platforms have been designed to offer a customer-centric and mobile-first approach and enable users to search, select and book their ideal hotel effortlessly and explore local

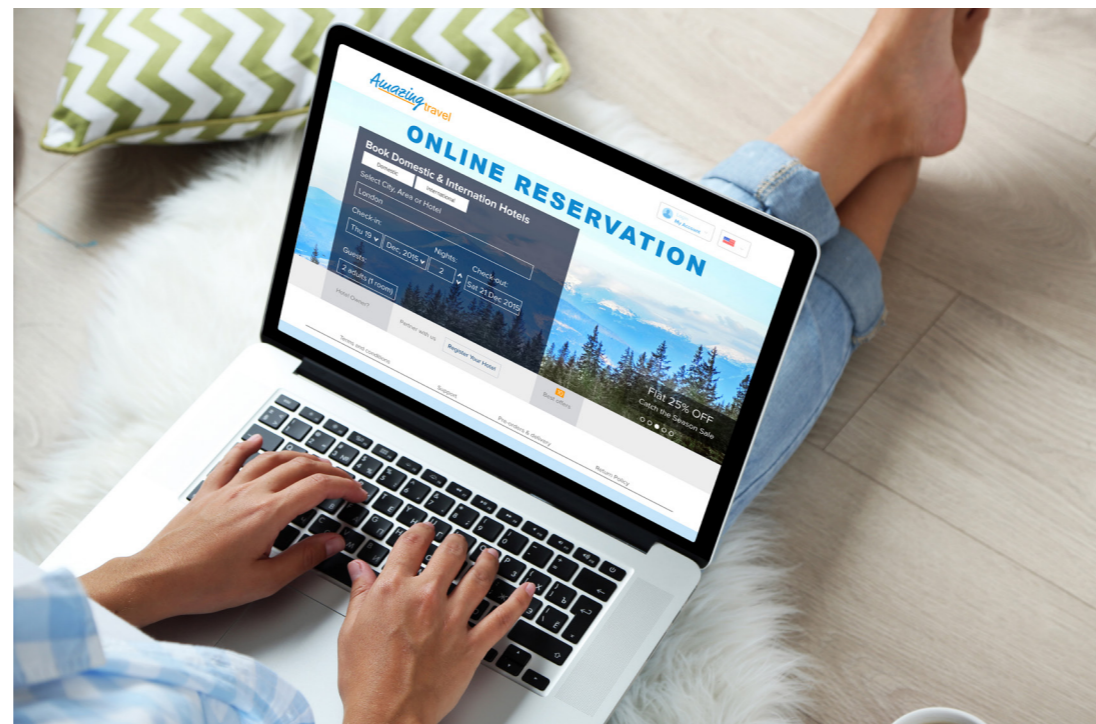
before their arrival, enabling us to tailor amenities and services to their tastes. Last year, we partnered with Think.Cloud to streamline our operations and make better data-driven decisions that are optimised for each hotel, leading to an overall improved guest experience. Additionally, our staff receives comprehensive training to recognise and respond to individual guest needs proactively, ensuring a seamless and personalised stay.

“To create memorable and individualised guest experiences, Rotana recognises the role of emerging technology such as AI-powered tools and virtual assistants, and is considering options to integrate these seamlessly to streamline guest interactions and enhance



Anantara The Palm Dubai Resort

“AMIDST GROWING CLIMATE CONSCIOUSNESS, TRAVELLERS NOW PREFER TOURISM BUSINESSES THAT ARE MAKING A POSITIVE IMPACT



attractions and dining options. With over one million downloads and a 4.5-star average rating, the Radisson Hotels app has become a sales leader in direct bookings across 60 markets.

The group’s digital transformation journey also includes the introduction of immersive experiences across 86 hotels globally, allowing guests to virtually explore properties through interactive content accessible on various devices, including VR headsets.

GREEN INITIATIVES

Amidst growing climate consciousness, travellers now prefer tourism businesses that are making a positive impact on the planet. This is highlighted in Booking.com’s Sustainable Travel Report 2023, with over 76 per cent of respondents expressing their intention to prioritise sustainable travel within the next 12 months. The study also showed that 43 per cent of respondents were willing to pay more for options with sustainable certifications.

While the global hospitality industry is implementing measures to steer

the industry towards a greener future, Dubai’s introduction of the Sustainable Tourism Stamp is a notable example.

Introduced in 2023 by Dubai’s Department of Economy and Tourism (DET), this initiative recognises hotels that demonstrate the highest compliance with DET’s 19 Sustainability Requirements.

Anantara The Palm Dubai Resort was among the city’s first hotels to receive this recognition. “The shift towards sustainability is unmistakable. At Anantara The Palm Dubai Resort, we’ve embraced sustainability with open arms, recognising its critical importance in today’s hospitality sector,” said James Hewitson, General Manager at Anantara The Palm Dubai Resort.

“We are honoured to be among the first 70 hotels to receive the Dubai Sustainable Tourism Stamp and even more so to have achieved Silver Status. This recognition by DET is a testament to our commitment to environmental responsibility and sustainable practices. Receiving the Dubai Sustainable Tourism Stamp not only fills us with pride but also reinforces our resolve to innovate and continuously improve our sustainability practices, making a lasting positive impact on our environment and community.”

Anantara The Palm Dubai Resort has implemented several measures throughout its property to reduce its carbon footprint. The property’s ongoing efforts involve investments in energy-efficient technologies and initiatives aimed at reducing food waste.

“Our waste diversion rates improved significantly in 2023 and we’ve successfully reduced food waste by 2,500 kilograms in just two months through the implementation of food waste monitoring software and engaging with our customers. Moreover, our on-site waste digester and water bottling plant showcase our dedication to reducing environmental impact while maintaining the highest service standards.”

RELEVANT ATM SESSION:

Trends Shaping the Future of Hospitality in the Middle East

Future Stage
Monday, May 6, 2024 11:30 - 13:10



Emirates

GREENER SKIES AHEAD

In January 2023, Emirates became the first airline in the Middle East and North Africa to operate a demonstration flight on a Boeing 777-300ER, with one of its engines running on 100 per cent Sustainable Aviation Fuel (SAF). As part of the airline's efforts to reduce carbon emissions, scale up its use of SAF and enable a future of 100 per cent SAF flying, its success allowed Emirates to keep up the momentum in the months ahead.

In November 2023, 11 months later, Emirates became the world's first airline to operate an A380 demonstration flight, with one of four engines powered by 100 per cent SAF. The success of this flight highlighted the potential of SAF as a drop-in replacement that matches the technical and chemical requirements of jet fuel. Its performance and compatibility proved its efficiency as a safe and reliable fuel source.

The 100 per cent drop-in SAF used during the demo flight included renewable aromatics, which closely mimics the characteristics of conventional jet fuel. The flight carried four tonnes of SAF, comprised of HEFA-SPK (hydro-processed esters and fatty acids synthetic paraffinic kerosene) provided by Neste and HDO-SAK (hydro-deoxygenated synthetic aromatic kerosene) from Virent.

Emirates National Oil Company Group (ENOC) helped secure the neat SAF comprised of HEFA-SPK and blended it with Sustainable Aviation Kerosene (SAK) at its Dubai International Airport facility ahead of the demonstration while also carrying out into-plane services. The SAF was used in one Engine Alliance GP7200 engine, while conventional jet fuel was used in the other three engines. The PW980 auxiliary power unit (APU) from Pratt & Whitney Canada also ran on 100 per cent SAF.

Adel Al Redha, Chief Operating Officer of Emirates Airline, said: "This is another proud moment for Emirates

In 2022, the aviation industry was responsible for two per cent of global carbon emissions, as highlighted in a report from the International Energy Agency (IEA). Yet, in recent years, airlines have ramped up their operations in this space. Among other strategies, the use of Sustainable Aviation Fuel (SAF) has emerged as one of the most effective solutions to steer the industry towards environmental-friendly operations.

The International Air Transport Association (IATA) estimates that SAF could contribute around 65 per cent of the reduction in emissions needed for the aviation sector to reach net-zero operations by 2050. While this will require a huge increase in the production of SAF, the largest acceleration is expected in the 2030s as policy support becomes global.

Highlighting the current aviation landscape, with its increasing focus

on sustainability, ATM 2024 will host prominent international airlines and aircraft manufacturers to discuss the latest innovations and solutions. Tying into the show's theme and its spotlight on innovation in the wider travel sector, ATM has partnered with Aviation X Lab and Intelak this year.

Founded in 2017, Aviation X Lab is an aviation-specific incubator bringing together international aviation leaders, including Emirates Airline, Thales Group, Collins Aerospace, GE Aerospace and Airbus, with a mission of reshaping the future of aviation through innovative, sustainable ideas. Meanwhile, Intelak includes the Intelak Idea Lab, Intelak Incubator and Intelak Accelerator, which support start-ups and foster the development of new ideas to meet challenges across the travel, aviation and tourism sectors.

The aviation industry is witnessing an ascent in its sustainability initiatives and airlines in the region are soaring towards greener practices

and our partners as we put words into action with the research into and the trialling of higher concentrations of SAF to eventually lead to industry adoption of 100 per cent SAF flying. The growing global demand for lower-emission jet fuel alternatives is there, and the work of producers and suppliers to commercialise SAF and make it available will be critical in the coming years to help Emirates and the wider industry advance our path to lower carbon emissions.”

Marking yet another milestone in the airline’s sustainability journey, Emirates recently added SAF on its flights from Amsterdam Schiphol Airport. In collaboration with Neste, the airline commenced the activation of its fuel agreement in March 2024 and will see over two million gallons of blended SAF being supplied into the fuelling system at Schiphol Airport throughout 2024.

Speaking ahead of the airline’s participation in ATM, Adnan Kazim, Deputy President and Chief Commercial Officer at Emirates, said: “The core focus for Emirates this year at ATM is sustainability, with more focus on education, interaction and engagement for visitors to our stand. As an airline, we are committed to reducing carbon emissions and will demonstrate the initiatives we have already implemented, such as integrating sustainable materials on board. Overall, visitors to ATM will be able to see just how close Emirates is to the sustainability ecosystem.”

While reducing emissions remains a key priority, Emirates reaffirms its commitment to environmental stewardship with a special focus on consuming responsibly and preserving wildlife habitats. A prime example of this is the Dubai Desert Conservation Reserve – the UAE’s first national park – which was established in 2002 by the Dubai government and has been supported by the airline for over two decades. The reserve, which takes up 225 square kilometres or about five per cent of Dubai’s total land area, was set up to rehabilitate and protect indigenous fauna and flora and has been successful in restoring populations of the Arabian oryx in the wild.



“ THE USE OF SUSTAINABLE AVIATION FUEL (SAF) HAS EMERGED AS ONE OF THE MOST EFFECTIVE SOLUTIONS TO STEER THE INDUSTRY TOWARDS ENVIRONMENTAL-FRIENDLY OPERATIONS



FLIGHT FORWARD

The national carrier of the UAE, Etihad Airways – based in Abu Dhabi – has been spearheading the country’s drive towards a greener aviation industry over the last few years, making incredible strides in this realm. Recognising the airline’s sustainability efforts, Etihad was named Environmental Airline of the Year 2023 at the Airline Ratings awards for the second year in a row.

This achievement underscores Etihad’s sustainability efforts, which involve achieving a reduction in carbon emissions through a host of measures that align with industry roadmaps and frameworks. The airline’s sustainability strategy is based on four pillars – decarbonisation, waste

management, biodiversity and wildlife, and advocacy and innovation.

In its most recent sustainability report released in May 2023, Etihad announced that it had achieved a 26 per cent reduction in carbon emissions per Revenue Tonne Kilometre (RTK), as part of its decarbonisation efforts.

Antonoaldo Neves, Group Chief Executive Officer at Etihad Aviation Group, said: “We take great pride in reducing our CO2 RTK by 26 per cent. This achievement is a testament to the dedication and efforts of our team to drive our sustainability agenda and we thank them for their contributions.

“I am also very proud of our overall achievements, which go beyond delivering direct carbon emissions reductions but explore innovative

solutions to the broader challenges facing aviation sustainability.”

Also noteworthy is the airline’s Greenliner programme, which has grown since its introduction in 2019 to include 39 Greenliner Boeing 787 aircraft and five Sustainable50 Airbus 350 aircraft. Offering the airline’s most environmentally friendly flights, these are partially powered by cleaner fuels, have reduced up to 70 per cent primary carbon emissions, see 80 per cent fewer single-use plastics and offer a 100 per cent carbon offset.

Etihad is constantly seeking new solutions to diversify the opportunities available to create a positive environmental impact, even if that impact is not attributable to a scheme or framework and exists purely to benefit the planet through collective action. This is reflected in the Etihad Mangrove Forest.

Launched in February 2022, the Etihad Mangrove Forest is more than a tree planting initiative; it incorporates biodiversity, wildlife and environmental protection. The Etihad Mangrove Forest is located on Jubail Island in Abu Dhabi and is a coordinated effort between Etihad, Jubail Island, Eco Matcher, The Storey Group, EMEG and the Environmental Agency of Abu Dhabi.

Studies have found that mangroves have much higher carbon storage capacities compared to mature tropical forests. In 2022, Etihad planted 68,916 trees in this area with their guests and partners. Initiatives that allowed this milestone included Etihad passengers adopting mangroves using their Etihad Guest Miles as well as the airline planting a tree for every extra legroom seat booked. These initiatives facilitated the capture of 384.7 kilograms of carbon dioxide by the mangroves planted in 2022 alone, showcasing the tangible impact of Etihad’s sustainable practices.

RELEVANT ATM SESSION:
 Looking Skyward for Innovation: How Aviation is Changing
 Global Stage
 Tuesday, May 7, 2024 15:20 - 16:00

CATALYSTS OF CHANGE

Charting the path to sustainable travel, leaders in the travel and tourism space are spearheading innovative initiatives for a greener future

With tourism stakeholders working tirelessly to reshape industry-wide responsible business practices, sustainability has become core to operations. The sector is constantly seeking new models, innovative solutions and insights to ensure a net-zero and nature-positive future.

From pioneering technologies to strategic partnerships, industry leaders are driving change – not just adapting to it – and forging a greener path in hospitality.

PEOPLE, PLANET & COMMUNITY

Radisson Hotel Group's responsible business ethos revolves around three pillars: people, planet and community. The group is dedicated to achieving net-zero operations by 2050, building upon a longstanding tradition of responsible practices dating back to its inaugural environmental policy in 1989.

"We strongly believe in being a thriving, sustainable and responsible business that supports our people, communities and the planet with a focus on business ethics, supply chain sustainability, carbon footprint reduction and employability programmes to build better futures," said Tim Cordon, Chief Operating Officer – Middle East, Africa and South East Asia Pacific at Radisson Hotel Group. "Actions such as utilising local products, minimising waste, optimising energy and water use and engaging in community support activities are tangible examples of our commitment to these principles."

Radisson Hotel Group's sustainability efforts are channelled through three main areas: enhancing energy efficiency and certifications in hotel buildings, transitioning to green energy and promoting sustainable operations. For example, the group promotes responsible travel and business events by offering 100 per cent carbon-neutral meetings. Since

May 2019, every meeting and event held at any Radisson hotel worldwide has been 100 per cent carbon neutral, offsetting more than 61,000 tonnes of carbon dioxide at no cost to clients. These offsets support Gold Standard or VCS projects, equivalent to removing approximately 13,300 petrol-driven cars from the road.

"During the COP28 climate conference, Radisson Hotel Group ensured that every guest staying within our 16-hotel UAE portfolio was net zero. This achievement involved purchasing Renewable Energy Certificates to offset electric emissions and utilising Certified Carbon Credits for non-electric emissions," said Cordon. The carbon credits were selected from a REDD+ project in the 64,000-hectare Rimba Raya reserve in Borneo in Indonesia dedicated to preserving endangered species like the Bornean orangutan.

Further leading its green innovation efforts are the group's UAE properties with their energy and water saving initiatives. For instance, Radisson Blu Hotel, Dubai Deira Creek boasts a state-of-the-art thermodynamic system using solar panels and a heat pump for water. Similarly, Radisson RED Dubai Silicon Oasis attained LEED Platinum status in 2021, resulting in significant energy and water savings.

“ WITH THE INCREASING EMPHASIS ON SUSTAINABLE TRAVEL WHEN CHOOSING HOTELS, GUESTS ARE MORE LIKELY TO PRIORITISE ECO-FRIENDLY PRACTICES

Likewise, Radisson Blu Resort, Fujairah employs similar techniques, including installing aerators in all guestrooms and recycling greywater for irrigation.

Sustainable practices are integrated into the hotel group's daily operations as well. Cordon explained: "A noteworthy example is the towel reuse and green housekeeping programmes we offer our guests, which are linked to tangible community impact." A portion of the savings generated through these initiatives is donated to Just a Drop, which has facilitated access to clean drinking water to over 29,500 children for life.

ECO HAVEN

Founded on the principle that travel has the power to make the world a better place, Hilton reaffirms its commitment through its Travel with Purpose 2030 goals that encompass ambitious objectives to decrease carbon emissions, conserve water and reduce waste. Notably, Hilton aims to attain a net-zero future by 2030 – earlier than the industry benchmark. Exemplifying the brand's commitments is Hilton's property portfolio in the Seychelles, each making distinct contributions to environmental conservation and community empowerment.

Yan Ping Mew, Country Director of Marketing at Hilton Seychelles, explained: "At Hilton Seychelles Northholme Resort & Spa, collaborations with conservation societies have helped restore surrounding reefs through the construction of in-water nurseries in which guests are encouraged to participate."

On Silhouette Island, Hilton Seychelles Labriz Resort & Spa features an Eco Centre, promoting exploration of the marine park and island. The hotel has also collaborated with the Island Conservation Society to monitor the world's rarest bat – the endemic sheath-tailed bat – to drive species preservation.

Moreover, both properties have partnered with Michelin-starred Pine Restaurant for a foraging-themed pop-up, featuring locally sourced ingredients showcased in a five-course menu to promote sustainable dining. Taking it one step further, Hilton Seychelles Labriz Resort & Spa operates a water bottling plant, meeting the needs of both the resort and Hilton Seychelles Northholme Resort & Spa. This initiative reduces reliance on single-use plastic bottles and promotes sustainable water management.



Waldorf Astoria Seychelles Platte Island

“ AS SUSTAINABILITY BECOMES CORE TO OPERATIONS, THE SECTOR SEEKS NEW MODELS TO ENSURE A NET-ZERO FUTURE



Sheraton Maldives Full Moon Resort & Spa



The St. Regis Red Sea Resort

At Waldorf Astoria Seychelles Platte Island, a dedicated Environment Manager safeguards sea turtle populations and nesting sites crucial for hawksbill and green turtles. Here, villas are strategically positioned away from the shoreline, with expansive gardens reducing noise and light pollution while preserving native wildlife habitats. The hotel also operates its own recycling plant, minimising waste and supporting circular economy principles, contributing to a cleaner environment.

Mew added: "Hilton's sustainability initiatives have significantly enhanced the overall guest experience, fostering a deeper connection with the country's natural beauty and cultural heritage. Guests actively participate in these initiatives, enriching their experience and fostering a deeper connection with the Seychelles' natural beauty."

ENVIRONMENTAL ENRICHMENT

Sheraton Maldives Full Moon Resort & Spa recently became the first property in the Marriott Bonvoy portfolio of resorts in the Maldives to receive Green Globe Certification, reflecting the resort's commitment to environmental stewardship and social responsibility.

General Manager Mohamed El Aghoury said: "With the increasing emphasis on sustainable travel when choosing hotels, guests are more likely to prioritise eco-friendly practices, such as energy efficiency, waste reduction and community engagement. There is no doubt that sustainable practices are set to carve the path for the future of the hospitality industry by becoming integral to branding, operations and guest experiences."

Nestled on Furanafushi Island in North Malé Atoll, Sheraton Maldives Full Moon Resort & Spa prioritises environmental preservation by actively engaging guests in its efforts. For instance, the resort pioneers a coral propagation programme – popular with resort guests – in collaboration with Reefscapers, which resulted in the planting of over 567 coral frames and 17 pyramids to expand reef habitats by the end of 2023.

Among other initiatives, energy conservation is addressed through the INNCOMM system, adjusting room temperatures when unoccupied. Addressing plastic waste, the resort's water bottling plant has eliminated

the need for water transportation from the mainland, saving 375,000 plastic bottles annually, while a soon-to-be-implemented Biogas plant will transform kitchen waste into fuel for cooking.

Moreover, a farm-to-table approach has been made possible with the resort's organic garden spanning 530 square metres, significantly reducing the resort's carbon footprint. Finally, keeping the local community at the core of its operations, the resort hosts a 'Maldivian Journey' experience every Friday, showcasing the local culture and traditions through activities like coconut grating and seafood dinners.

However, implementing these sustainable practices has meant addressing fundamental challenges. Aghoury said: "Overcoming challenges in adopting sustainable practices can involve dealing with upfront costs, infrastructure limitations and shifts in consumer behaviour. Sheraton Maldives Full Moon Resort & Spa has effectively tackled these challenges by seamlessly incorporating sustainability into its business strategy, fostering partnerships with local communities and suppliers and consistently innovating to minimise environmental impact while simultaneously elevating guest experiences."

DESTINATION FOCUS

The Red Sea destination – at the forefront of Saudi Arabia's sustainable tourism vision – welcomed its first guests in 2023. Nestled within this captivating destination on a secluded private island, The St. Regis Red Sea Resort opened its doors in January 2024. Embodying a vision of luxury hospitality in the Ummahat archipelago, the resort seamlessly integrates the brand's innovative spirit, avant-garde design and personalised service with a pioneering approach to sustainable development.

To begin with, the entire island is powered by renewable energy, boasting LEED platinum certification – the gold standard in environmental design. The resort makes a concerted effort to create a plastic-free environment by eliminating plastic bottles and straws for guests. Its waste management programme and reduction of disposables, including the adoption of single-use wooden products, align with the brand's vision for reducing food waste. Additionally, the use of electric buggies

and bicycles, alongside regular beach cleaning activities, underscores the resort's dedication to environmental stewardship and social responsibility.

One of the innovative ways the resort engaged guests with its environmental and sustainability efforts is by offering them the opportunity to participate in a mangrove planting activity across the resort's lagoon. "Our guests have been quick to embrace our mangrove planting initiative – an engaging activity that provides them with a unique and meaningful way to contribute to the island's legacy," said Tony Coveney, Multi-Property General Manager at the St. Regis Red Sea Resort. "This interaction with nature has been met with extremely positive feedback, showing that luxury and eco-consciousness are inextricably linked for the modern traveller."

Acknowledging the connection between sustainable development and the local communities and stakeholders, Coveney explained: "Our approach to sourcing is local first,' meaning we actively collaborate with local farms and fishermen to provide the freshest produce for our guests to enjoy. This approach not only supports the local economy but also makes a significant impact on our efforts to reduce our carbon footprint."

Coveney added: "We are also planning to launch our own hydroponic farm on the island, which will not only contribute to the quality and sustainability of our culinary offerings but also promote self-reliance and deepen our relationship with the surrounding community through increased interaction and co-dependence."

RELEVANT ATM SESSIONS:

- Sustainability Summit: COP28 Unpacked: Charting Travel's Path to Sustainability**
 📍 Global Stage
 📅 Thursday, May 9, 2024 ⌚ 10:30 - 11:10
- Sustainability Summit: Reframing Sustainable Travel Messaging**
 📍 Global Stage
 📅 Thursday, May 9, 2024 ⌚ 11:15 - 12:00
- Sustainability Summit: Standardising Sustainable Procurement Criteria**
 📍 Global Stage
 📅 Thursday, May 9, 2024 ⌚ 12:05 - 12:45
- Sustainability Summit: Leveraging Sustainability for The Luxury Market**
 📍 Global Stage
 📅 Thursday, May 9, 2024 ⌚ 12:50 - 13:30

UNMATCHED EXCELLENCE

Dubai achieves its best-ever annual tourism performance with international tourists growing by 19.4 per cent to 17.15 million in 2023

The year 2023 marked a historic triumph for Dubai's tourism sector as the emirate achieved an unprecedented milestone by hosting a record-breaking number of international visitors. This surge not only surpassed all previous figures but also cemented Dubai's status as a premier global holiday destination.

According to the latest report from Dubai's Department of Economy and Tourism (DET), an astounding 17.15 million overnight visitors graced the emirate throughout the year. This remarkable statistic reflects an impressive 19.4 per cent year-on-year growth compared to the previous year, which witnessed 14.36 million tourist arrivals in 2022. Notably, these figures even surpassed the pre-pandemic record of 16.73 million visitors registered in 2019.

This remarkable feat aligns with the objectives outlined in the Dubai Economic Agenda D33, introduced just over a year ago by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. The agenda aims to reinforce Dubai's status as one of the top three global cities for both business and leisure, and as the ultimate destination to visit, live and work in.

Further enhancing its reputation as a beacon of excellence in the world of travel and tourism, Dubai reaffirmed its status as the 'No.1 Global Destination' for the third consecutive year in the 2024 Tripadvisor Travellers' Choice Awards. This remarkable feat not only solidifies Dubai's position as the top-ranked destination but also marks the first time any city has achieved this unique accolade for the third time in a row.

These milestones underscore Dubai's dynamic appeal, underpinned by world-class infrastructure, exceptional service across all touchpoints and seamless collaboration between public and private sectors. Its diverse offerings, from architectural marvels to luxury experiences, firmly establish Dubai as the ultimate destination for discerning travellers seeking unforgettable adventures. With attractions catering to all budgets and preferences, coupled with a year-round calendar of business, leisure and sporting events, Dubai maintains its allure, attracting international visitors from across the globe.

KEY STATS

Dubai's international tourism performance has surpassed global trends, with the latest data from the UN World Tourism Organisation indicating that international tourism reached 88 per cent of pre-pandemic levels by the end of 2023. Remarkably, the Middle East emerged as the only region to surpass pre-pandemic levels, boasting a 22 per cent increase in visitation compared to 2019.

Furthermore, the robust performance of Dubai's tourism sector closely mirrors the emirate's 3.3 per cent GDP growth in the first nine months of 2023, showcasing the symbiotic relationship between tourism and economic prosperity.

In terms of visitor demographics, Dubai continued to attract visitors from various markets, with the GCC and MENA regions collectively contributing 28 per cent of arrivals. Western Europe and South Asia accounted for 19 per cent and 18 per cent of arrivals respectively, CIS/Eastern Europe comprised 13 per cent, the North Asia and Southeast Asia regions represented nine per cent of arrivals, followed by the Americas at seven per cent, Africa at four per cent and Australasia at two per cent.

Dubai's hospitality sector also achieved remarkable milestones in 2023, surpassing pre-pandemic levels across key metrics. Average hotel occupancy rates reached 77.4 per cent – among the world's highest – despite a 19 per cent increase in room supply since 2019. The city's hotel inventory expanded to 150,291 rooms across 821 establishments by the end of 2023, reflecting significant growth. Occupied room nights hit a record high of 41.7 million, marking an 11 per cent increase from 2022 and a substantial 30 per cent rise from pre-pandemic levels in 2019.

The average daily rate (ADR) remained stable at AED536, matching the previous year, while revenue per available room (RevPAR) witnessed a robust six per cent growth compared to 2022 and a remarkable 33 per cent increase over 2019 figures. Guests' length of stay also increased to 3.8 nights in 2023, with the 10 per cent increase from 2019 levels reflecting the city's appeal as a preferred destination for extended stays.

STRATEGIC PARTNERSHIPS

Dubai's global outreach surged in 2023 through strategic partnerships and groundbreaking collaborations. Notably,

DET forged a landmark alliance with Real Madrid Club de Fútbol, expanding upon the Spanish football giants' longstanding relationship with Emirates airline. This multi-year agreement will see Dubai Parks and Resorts™ hosting the first Real Madrid theme park.

As part of its drive to showcase Dubai to the world, the city served as the backdrop for two record-breaking stunts, with Red Bull Air Race Champion Luke Czeplia landing his plane on the helipad of Burj Al Arab Jumeirah and athlete Brian Grubb performing a world-first wakeskate and base jump at Address Beach Resort.

In the realm of culture, Dubai partnered with Academy Award-winning composer Hans Zimmer, who marked his first Middle East performance at Coca-Cola Arena. Going beyond a one-time show, this collaboration has resulted in Zimmer creating 'Sounds of Dubai', a unique musical piece that captures the city's vibe.

“ DUBAI REAFFIRMED ITS STATUS AS THE 'NO.1 GLOBAL DESTINATION' FOR THE THIRD CONSECUTIVE YEAR IN THE 2024 TRIPADVISOR TRAVELLERS' CHOICE AWARDS

ON THE AGENDA

As an international entertainment and business hub, Dubai boasts a year-round calendar of events packed with arts, food, music, sports, fashion, literature, culture, retail promotions and more. Additionally, Dubai's stature as a leading destination for business events was underscored by its hosting of major exhibitions and trade shows. Dubai Business Events, part of DET and the city's official convention bureau, ensured continued growth in this space by working with stakeholders to secure a record 349 bids to host international conferences and meetings, ensuring continued growth in this sector.



Museum of the Future



Dubai skyline



Dubai Creek



Atlantis, The Palm

CULINARY INNOVATION

Dubai boasts a vibrant gastronomy scene, establishing itself as a modern culinary capital with 13,000 restaurants and cafés offering diverse cuisines and experiences. The second edition of the MICHELIN Guide Dubai, following the guide's launch in 2022, showcased the city's culinary excellence, featuring 90 restaurants.

Notably, two homegrown Dubai restaurants, Trésind Studio and Orfali Bros Bistro, ranked in The World's 50 Best Restaurants List for 2023, while Ossiano earned a place in the extended list.

SUSTAINABILITY FIRST

Dubai is at the forefront of sustainability efforts in the travel and tourism sphere, aligning with global goals such as the UN Sustainable Development Goals 2030. The Dubai Sustainable Tourism (DST) initiative under DET supports the hospitality industry through various programmes, including the Dubai Sustainable Tourism Stamp, which was launched last year, recognising 70 hotels for their adherence to DET's '19 Sustainability Requirements' – the first of its kind in the region.

Another notable initiative is Dubai Can, promoting reusable bottles and encouraging people to refill via 50 water fountains established throughout the city. A second Dubai Can project, the Dubai Reef, was launched in December 2023. As one of the world's largest marine reef developments, it is set to boost fish stocks, support sustainable fishing and contribute to boosting food security. It will also play a vital role in reducing carbon emissions and increasing marine biodiversity.

DET also relaunched the pioneering Carbon Calculator tool to measure the carbon footprint in the emirate's hospitality sector. The city's sustainability efforts were highlighted at COP28, hosted by the UAE at Expo City Dubai last year.

NEW AVENUES

Cruise tourism is a vital component of Dubai's tourism industry as outlined in the D33 Agenda. The expansion of the cruise sector enhances Dubai's status as a regional tourism hub and reinforces its position as a gateway to the region.

The 2023-2024 cruise season commenced with the arrival of Mein Schiff 2 at the Hamdan bin Mohammed



Dubai coastline

Cruise Terminal, heralding an exciting period for cruise enthusiasts. Dubai's strategic cruise hubs, such as Mina Rashid and Dubai Harbour, are strategically designed to offer easy access to the city's vibrant attractions.

Dubai's prominence as a cruise hub was recognised internationally when it was awarded the Best Port at the Cruceoawards in Spain. With 15 marinas, over 3,600 berths and seamless support facilities for pleasure crafts, superyachts and gigayachts, Dubai has become a premier destination for yacht tourism, attracting more and more yachts annually with its strategic location and stunning coastline.

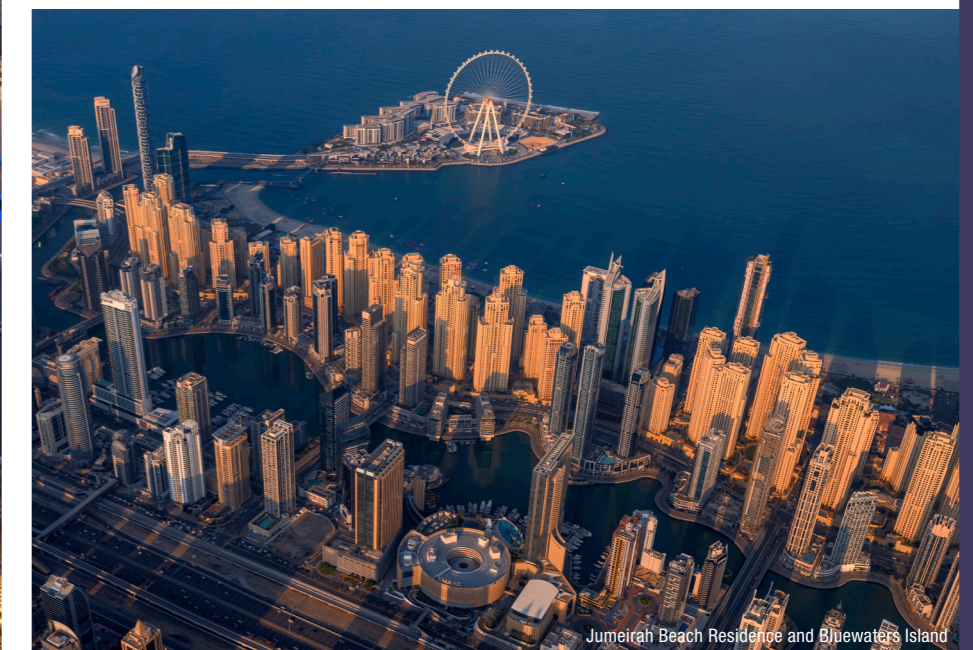
Never keen to rest on its laurels, Dubai's tourism landscape is set for further expansion with the implementation of the Dubai 2040 Urban Master Plan. This strategy aims to double green and leisure areas, safeguard cultural and urban heritage and enhance sustainable mobility options.

Over the next two decades, the plan will see a significant increase of over 100 per cent in the total space dedicated to hotels and tourist activities, shaping Dubai's future as a leading global destination.

“ DUBAI WILL SEE A SIGNIFICANT INCREASE OF OVER 100 PER CENT IN THE TOTAL SPACE DEDICATED TO HOTELS AND TOURIST ACTIVITIES, SHAPING ITS FUTURE AS A LEADING DESTINATION ”



Dubai Marina



Jumeirah Beach Residence and Bluewaters Island

VOX POPS

TIM CORDON

Chief Operating Officer – Middle East, Africa and South East Asia Pacific, Radisson Hotel Group



“We are delighted to be involved in Arabian Travel Market once again this year, engaging in positive conversations about the travel and tourism sector. We are keen to reveal our regional growth plans to our guests and stakeholders. Radisson Hotel Group is experiencing a significant transformation, focusing on digitalisation, innovation and sustainability, guiding us toward a bright and promising future.”

Visit stand: HC2230

LANA GHAWI

Multi-Property Director of Sales and Marketing, The St. Regis Red Sea Resort and Nujuma, a Ritz-Carlton Reserve



“We aim to showcase Saudi Arabia and Marriott International’s role as leaders in regenerative tourism with one of the most ambitious projects. We are keen to highlight how our properties provide guests with the ultimate standards of luxury while simultaneously prioritising the long-term sustainability and well-being of the local environment and our planet. Our intention is not to simply meet current travel trends but to set new and even greater benchmarks for the industry and showcase how Marriott International is leading the charge.”

Visit stand: HC1510

EDDY TANNOUS

Chief Operating Officer, Rotana



“ATM offers us the ideal platform to connect with industry peers, professionals and leaders, to gain valuable insights into the future of the hospitality sector, as the region continues to grow in popularity for travel. We look forward to meeting with key stakeholders and contributing towards conversations of collaboration and innovation as Rotana gears up for another successful year of openings and pipeline announcements.”

Visit stand: HC2310

DR. H. SANDIAGA SALAHUDDIN UNO

Minister of Tourism and Creative Economy of the Republic of Indonesia



“Our presence in ATM plays a significant role in attracting foreign tourists, particularly those from the Middle East, to Indonesia. Wonderful Indonesia is soaring this year with ‘Keep The Wonders: Journey Across Destinations’ as our theme. We offer destinations for the undiscovered wonder as a journey to diverse sustainable tourism with meaningful moves. We are eager to satisfy your hunger for a vacation while preserving and reconnecting with Mother Nature.”

Visit stand: AS7358

RAKI PHILLIPS

Chief Executive Officer, Ras Al Khaimah Tourism Development Authority (RAKTDA)



“We look forward to participating in this year’s ATM. It’s a fantastic platform to share insights, foster collaborations and drive the sector towards a more innovative and responsible future. We will highlight Ras Al Khaimah’s position as a ‘Destination of the Future’, aligning with this year’s theme. Led by our agility, responsiveness and entrepreneurial spirit, we will demonstrate how we continue to innovate and adapt to offer new inspiring experiences that cater for every kind of traveller.”

Visit stand: ME920

CHRIS MCFALL

Vice President - Sales, Middle East and India, Shangri-La Group



“Attending Arabian Travel Market presents an exciting opportunity for Shangri-La Group, as our main goal is to enhance our brand visibility within the travel and hotel industry. We aim to showcase four of our brands – Shangri-La, Traders, Jen and Kerry hotels, all bringing the warmth and touch of Asian hospitality. One of the key objectives is to generate new leads, strengthen the bonds with existing partners and reconnect with our peers.”

Visit stand: HC2120

JAMES HEWITSON

General Manager, Anantara The Palm Dubai Resort



“Arabian Travel Market has evolved into a crucial platform for nurturing existing relationships and forging new ones, pivotal to supporting Dubai’s ambitious goal of 30 million visitors by 2030. Our aim for participating is to reinforce our commitment to innovation, excellence and sustainability, showcasing Anantara’s contributions towards achieving this vision.”

Visit stand: HC1430

MOHAMED EL AGHOURY

General Manager, Sheraton Maldives Full Moon Resort & Spa



“Participating in Arabian Travel Market not only allows Sheraton Maldives to display its dedication to sustainability but also serves as a platform for sharing the best practices in the industry. We have a valuable opportunity to spotlight our ongoing efforts in promoting environmental responsibility and sustainable tourism. This year, we aim to inspire and contribute to the collective advancement of sustainable practices within the travel and hospitality sector.”

Visit stand: AS7110

FERGHAL PURCELL

General Manager, Queen Elizabeth 2 Hotel, Dubai



“At the Queen Elizabeth 2 Hotel, we are honored to be part of ATM, which not only showcases the best of travel but also sets the stage for the future of the industry. We invite attendees to visit our booth to experience the unique blend of heritage and hospitality that the Queen Elizabeth 2 offers as well as know more about our green initiatives that are aimed at contributing to a more sustainable world. We believe together, we can create a future where nature thrives.”

Visit stand: ME1120

SAVE THE DATE

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