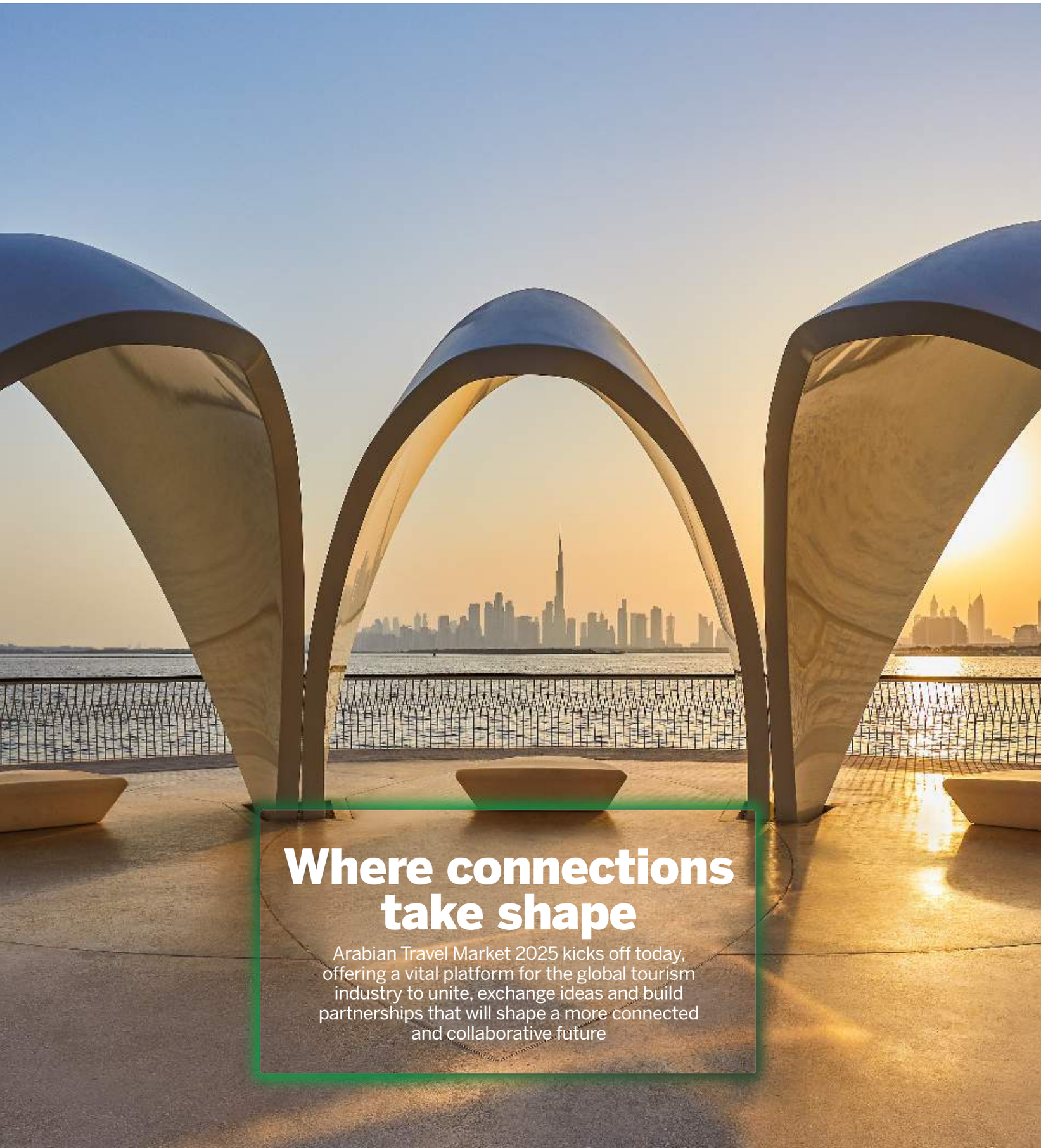
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Where connections take shape

Arabian Travel Market 2025 kicks off today, offering a vital platform for the global tourism industry to unite, exchange ideas and build partnerships that will shape a more connected and collaborative future



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Welcome to Arabian Travel Market 2025

For our 32nd edition, ATM will highlight the pivotal role of connectivity in shaping the future of tourism. Join us as we explore the opportunities to build stronger, more efficient connections across borders, sectors and communities


Danielle Curtis

Welcome to ATM 2025! This year's event focuses on forming a more inclusive, sustainable and globally integrated travel experience. Over the next four days, ATM will explore the many dimensions of connectivity beyond technology, under the theme '*Global Travel: Developing Tomorrow's Tourism Through Enhanced Connectivity.*'

A truly international event, ATM has grown at a CAGR of 14.1 per cent, with the 2025 edition seeing notable growth in exhibitor participation from Asia (27 per cent), Africa (21 per cent), the Americas (18 per cent), the Middle East (17 per cent) and Europe (12 per cent).

The ATM conference programme takes centre stage, delivering the latest industry insights and strategies to unlock new opportunities. On the Global Stage, at the Sheikh Saeed Arena, C-suite executives, ministers and thought leaders will lead panel discussions and interviews. Key highlights include the Ministerial Summit, presentations from global research partners, such as Cirium, McKinsey, STR and Videc, and sessions on key source markets presented by Euromonitor and YouGov. The Global Stage will also host an exclusive influencer networking session connecting exhibitors with industry-leading personalities and content creators.

New for 2025, IBTM@ATM will serve as a dedicated zone for business events, venues, destinations and technology providers. A key highlight will be the new Business Events Stage in Za'abeel Hall 3, showcasing strategies for corporate and business travel. We're proud to partner with the International Congress and Convention Association (ICCA) as our official Business Events Partner, who will lead a session on this prominent stage, alongside a session presented by the Global Business Travel Association (GBTA).

The ATM Travel Tech will return, highlighting the innovative technologies driving the travel and hospitality industries. Meanwhile, the Future Stage, also located in Za'abeel Hall 3, will feature insights and case studies from industry thought leaders at Booking.com, Dnata Travel Group, Tripadvisor and other prominent speakers.

The new Start-Up and Innovation Zone at ATM 2025 is dedicated to nurturing the next wave of travel pioneers and will host the Start-Up Competition in partnership with Intelak, which spotlights the most innovative minds as they present their groundbreaking ideas to a panel of experts.

As a premier event bringing together the global travel and tourism industry in the central hub of Dubai, ATM serves as a powerful platform for connectivity, bridging East and West and giving attendees the opportunity to generate valuable leads, schedule lucrative meetings and embrace networking and business-building opportunities.

As ATM 2025 unfolds, we invite you to immerse yourself in insightful discussions and explore emerging trends as we shape the future of travel together.

- Danielle Curtis,
Exhibition Director ME,
Arabian Travel Market (ATM)



Arabian Travel Market 2024

Contents

05 Exhibitor News
The latest updates and announcements from this year's exhibitors

08 Exhibitor Profiles
Leading brands share their outlook for the future

14 Seminar Schedule
ATM 2025 Conference Programme

22 The power of connectivity
A closer look at the theme shaping this year's conversations

24 Destinations
Where the world is heading next

26 Vox Pops
Exhibitors share their goals for ATM 2025

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VISIT NPI AT THE MEDIA CENTRE, DUBAI WORLD TRADE CENTRE

On the cover: Dubai Creek Harbour

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Dubai Tourism welcomes you to ATM 2025


His Excellency Issam Kazim

It is a great pleasure to welcome you to the 32nd edition of Arabian Travel Market (ATM). As a proud longstanding partner of this prestigious global event, Dubai is privileged to be the host destination once again, bringing together distinguished leaders and industry professionals from across the world of travel and tourism to exchange insights, explore and uncover novel opportunities.

This year's forward-looking theme – '*Global Travel: Developing Tomorrow's Tourism Through Enhanced Connectivity*' – is reflected across Dubai's dynamic tourism sector. Combined with a strategic location and robust infrastructure, the power of connectivity has made Dubai a preferred hub for international travel and trade.

As we continue to adapt to the shifting dynamics of technology and traveller behaviour, it is clear that connectivity, in all its forms, plays a pivotal role in shaping the future of our industry. This aligns with our strategy to create new pathways to growth, guided by visionary leadership and inspired by the goals of the Dubai Economic Agenda (D33) to further consolidate Dubai's position as one of the top three global cities for business and leisure, and the best city to visit, live and work in.

Historically, connectivity was understood primarily in the context of physical travel – by air, sea and land. While this remains a crucial aspect of the tourism experience, digital connectivity is equally important for visitors. Today, across the global tourism landscape, connectivity is not just about how we travel, but also about how we communicate, collaborate and innovate.

The ability to maintain relationships, conduct business and share experiences through digital means has never been more important. At the same time, we must never forget that the most impactful form of connectivity remains the human connection. The in-person interactions that we will experience over the next few days here at ATM are a powerful reminder of the importance of face-to-face meetings in fostering collaboration and building lasting partnerships.

As we explore the important themes and trends of this year's ATM, we look forward to connecting with you and sharing Dubai's vision and the latest developments across the city. During your stay, we also encourage you to discover everything that Dubai has to offer and enjoy the city's world-class hospitality, gastronomy and attractions.

Dubai looks forward to making this global travel trade event an exceptional experience for all. We hope you have a transformative ATM with new connections, fruitful conversations and unforgettable memories.

- His Excellency Issam Kazim
Chief Executive Officer,
Dubai Corporation for Tourism and Commerce Marketing (DCTM)


Dubai

Connecting the world, shaping the future


ATM 2024

Arabian Travel Market (ATM) opens the doors to its 32nd edition today, bringing together thought-provoking conversations, groundbreaking trends and invaluable networking opportunities at Dubai World Trade Centre (DWTC).

In today's hyperconnected world, where travel knows no boundaries and business opportunities are limitless, ATM serves as a hub where visionary minds come together to assess the industry's direction and shape its future. By identifying emerging trends, opportunities and challenges, ATM stays ahead of the curve, spotlighting what's next for tourism.

As the focus increasingly shifts towards strengthening global connections across borders, sectors and communities for greater collaboration and growth, connectivity has become the driving force behind the future of tourism. Reflecting this shift, this year's theme, '*Global Travel: Developing Tomorrow's Tourism Through Enhanced Connectivity,*' highlights the vital role that enhanced connectivity plays in shaping tomorrow's tourism landscape, whether through technological innovation, infrastructure development or improved cross-collaboration among key stakeholders. The carefully curated conference programme will examine the concept from multiple angles, highlighting the interconnection between technology, people and destinations.

As travellers continue to seek new experiences, emerging trends in leisure, luxury and business travel are rapidly reshaping the future of the industry. At ATM 2025, these trends will take centre stage, with esteemed keynote speakers offering unparalleled insights into their impact on the global tourism landscape.

The event will highlight key areas of growth, including the increasing importance of personalisation, along with the rise of bespoke, luxury and experiential travel, reflecting the evolving preferences of today's travellers. It will also dive into other exciting new avenues for travel, such as generational travel, the rise of cruise and rail tourism, the growing interest in gaming, diversity and inclusion as well as wellness and celebratory tourism.

Macroeconomic trends will also be explored to understand their effect on investment in the travel industry, from infrastructure development to technology adoption and strategic partnerships. In addition, the latest innovations in travel technology will be discussed, including data-driven travel, artificial intelligence, smart devices, mobile applications, contactless solutions, big data, machine learning, blockchain, augmented reality and next-gen mobility.

These discussions will be led across three main stages at ATM 2025 – the Global Stage, the Future Stage and the new Business Events Stage, which is making its debut this year in response to the increasing demand from both visitors and exhibitors for sessions dedicated to the latest trends and developments in the business events sector.

Sunlife Mauritius targets GCC market with immersive travel experiences

Sunlife Mauritius is unveiling a curated showcase of its offerings at ATM, positioning itself to capture the attention of discerning GCC travellers. With a fresh vision that blends transformative experiences, world-class wellness and refined luxury, the group is redefining indulgence for the Middle Eastern market.

Boasting over four decades of expertise and a portfolio of four distinctive resorts – Long Beach, Sugar Beach, La Pirogue and Ambre – Sunlife (formerly Sun Resorts) is reaffirming its position as a leader in experiential travel. A key highlight for 2025 is the launch of Glow at Long Beach, a new wellness concept catering to the growing demand for destinations that combine travel with wellness.

For those seeking meaningful adventure, Sunlife Mauritius offers curated excursions such as exploring the island on electric hybrid bikes, with scenic routes through Flacq Market, Bras D'Eau National Park and a historic Hindu temple. At Sugar Beach, culinary enthusiasts can enjoy Maré Maré, a beachfront dining concept reimagined every year by a renowned guest chef.


Sugar Beach, Mauritius

Launching with celebrity chef Reuben Riffel, the menu features signature dishes.

In a nod to its guests from the Middle East, Sunlife Mauritius has enhanced its offerings with thoughtful touches such as private shisha lounges, Qibla indicators, prayer mats and Arabic-speaking staff, ensuring a stay that feels both luxurious and culturally attuned. The group is also embracing sustainable, plant-based dining across its resorts. Rooted in its holistic wellness philosophy, the initiative – launched at Long Beach and set to roll out across the portfolio this year – offers guests flavourful, locally sourced cuisine that nourishes both body and mind.

With a seamless blend of luxury, wellness and personalised hospitality, Sunlife Mauritius' iconic properties are perfectly poised to redefine travel and the art of island living for the modern GCC traveller.

VISIT STAND AS8454

Four Seasons highlights robust development pipeline


Four Seasons Resort Maldives at Landaa Giraavaru

With a growing pipeline across the globe, Four Seasons Hotels and Resorts is spotlighting its expansion at this year's ATM. Known for creating rich, immersive and memorable experiences, the brand continues to shape the future of luxury hospitality.

"2025 is an exciting time for Four Seasons," said Adrian Messerli, President of Hotel Operations – Europe, Middle East and Africa at Four Seasons. "We have a robust development pipeline of more than 60 projects worldwide. By 2033, Four Seasons plans to operate 180 properties globally, reinforcing our position as the world's largest operator of luxury properties under a single brand."

In the GCC, Four Seasons is deepening its presence in Saudi Arabia with a series of landmark openings. "We have upcoming openings in the ancient city of Madina and new resort offerings on Shura Island at The Red Sea, on Sindalah Island at Neom and at Amaala Triple Bay wellness resort, in addition to properties in Jeddah's Corniche district and in historic Diriyah. We're thrilled to have the chance to enter these new markets and shine a spotlight on these destinations through rich, immersive experiences that we are curating for our guests."

As part of its commitment to responsible growth, Four Seasons is also underscoring its sustainability initiatives. A recent milestone is the planting of the 9,000th coral frame at Four Seasons Resorts Maldives, in partnership with Reefscapers. This initiative is part of one of the world's most successful coral restoration programmes, spanning more than two decades and contributing to one of the Indian Ocean's largest artificial reef systems. The project continues to play a critical role in marine conservation, guest education and local community engagement.

VISIT STAND HC3130

Armenia puts adventure tourism on the map


Tatev Monastery


Hiking in Armenia

Stepping firmly onto the global stage as a premier destination for adventure tourism, Armenia is leveraging its natural landscapes and centuries-old heritage to draw travellers from around the world. From panoramic mountain views and scenic hiking trails to off-road excursions, paragliding, rock climbing, skiing and white-water rafting, the country offers a thrilling variety of outdoor pursuits for those looking to combine adventure with nature and culture.

Lusine Gevorgyan, Chairman of the Tourism Committee of Armenia, said: "Armenia's breathtaking landscapes, warm hospitality and diverse adventure offerings make it an ideal destination for thrill-seekers and cultural explorers alike. Spring is a particularly magical time to experience its natural beauty and outdoor activities."

Armenia's varied terrain offers unforgettable encounters. Travellers can hike through flower-speckled meadows and traverse the Gegham mountain range – a volcanic highland stretching between Yerevan and the serene Lake Sevan. After an invigorating trek, visitors can enjoy a tranquil boat ride on Lake Sevan, one of the largest high-altitude freshwater lakes in the world.

For thrill-seekers, an off-road jeep expedition up Mount Dimats in the Tavush region provides an exhilarating adventure, promising rewarding, panoramic views near the UNESCO-listed Haghartsin Monastery. The journey continues in the nearby town of Dilijan, celebrated for its spa resorts, artisanal traditions and the lush Dilijan National Park – home to diverse wildlife, ancient forests and mineral springs believed to hold healing properties.

VISIT STAND EU5155

Wiesbaden and Rheingau spotlight year-round appeal


Rheingau

The Hessian state capital of Wiesbaden and the neighbouring Rheingau region in Germany are stepping into the spotlight as emerging destinations for GCC travellers. Just 30 minutes from Frankfurt International Airport, the region combines verdant landscapes with a wealth of historical attractions, offering a distinctive blend of nature, culture and relaxation.

With lush parks, thermal springs and elegant cafés, Wiesbaden's urban calm offers a natural setting to slow down and recharge, while Rheingau's heritage sites and estates provide authentic cultural experiences.

"Our goal at ATM is to position Wiesbaden and Rheingau as year-round destinations for travellers from the Arab world," said Claudia Meyer, Marketing Manager – Middle East, Asia and Northern Europe at Wiesbaden Congress & Marketing GmbH. "We focus on sustainable relaxation, cultural diversity and natural experiences in an urban setting – qualities highly valued by guests from the Gulf region."

A key highlight is the newly launched Kultur-Route 65, which connects leading cultural institutions such as the Museum Wiesbaden, the recently opened Museum Reinhard Ernst and the Hessian State Theatre. The curated route offers visitors a rich cultural experience, ideally paired with Wiesbaden's green surroundings.

In Rheingau, historic highlights such as the 12th-century Kloster Eberbach, along with castles, offer immersive glimpses into the region's heritage.

VISIT STAND EU5150

Barbados expands global reach with focus on GCC and beyond


Barbados

Barbados Tourism Marketing Inc. (BTMI) is reaffirming its commitment to global tourism diversification through its participation in ATM. As part of its strategic outreach, BTMI is intensifying efforts across the GCC countries, as well as key markets in Africa, Asia and Oceania, reflecting its ambition to diversify its tourism base, deepen international partnerships and promote year-round, sustainable growth.

Aligned with this vision, BTMI recently announced the appointment of Kyle C. Gittens as Director of Emerging Markets. In this role, Gittens will spearhead BTMI's strategic sales and marketing initiatives across key regions.

"The GCC, in particular, represents a dynamic and promising market for us," explained Gittens. "Our participation in the 2025 edition of Arabian Travel Market in Dubai underscores our dedication to engaging with partners and travellers in the region.

"We aim to showcase the rich culture, natural beauty and unique luxury experiences that Barbados offers, fostering stronger connections and inviting travellers from these emerging markets to discover our island paradise."

Known as the only coral island in the Caribbean, Barbados is celebrated for its white sand shores, vibrant culture and ecological appeal. With more than 400 restaurants and eateries, the island has earned its title as the 'Culinary Capital of the Caribbean'.

Its calendar is packed with world-class events, such as the annual Crop Over Festival – often attended by global stars, including Barbados' very own Rihanna – and the Run Barbados Marathon, the largest in the region. The country also holds a strong motorsport identity, home to the Caribbean's leading circuit-racing facility, and is internationally recognised as a sustainable destination.

As BTMI strengthens its presence in emerging markets, the goal is to position Barbados as a premier destination that offers something for every traveller, from cultural experiences and heritage exploration to outdoor adventures and luxury escapes.

VISIT STAND AM0600



Defining cultural legacy

Abu Dhabi's cultural vision takes shape at Saadiyat Cultural District



Zayed National Museum



teamLab Phenomena Abu Dhabi

> **ABU DHABI INVITES THE WORLD TO DISCOVER A PLACE WHERE CULTURE MOVES BEYOND STAGES AND GALLERIES – IT LIVES, BREATHES AND CONNECTS US ALL**



Natural History Museum Abu Dhabi

A bold vision is nearing completion on Abu Dhabi's Saadiyat Island, just minutes from the vibrant city centre. Saadiyat Cultural District is shaping up to become a landmark of distinction, home to one of the world's most significant concentrations of cultural institutions.

Its seven flagship entities are not only transforming the UAE's cultural landscape, but they are also firmly establishing the region's creative identity on the international stage. This thriving ecosystem connects global cultures, enriches lives and empowers future generations, anchoring Abu Dhabi as a beacon of artistic and intellectual exchange.

BUILT WITH PURPOSE, SHAPED BY A BOLD VISION

The journey to this point has been shaped by a commitment to heritage, knowledge, creativity and cultural diversity, a legacy passed down by the founding father of the UAE, the late Sheikh Zayed bin Sultan Al Nahyan. Already home to internationally acclaimed institutions like Louvre Abu Dhabi, Berklee Abu Dhabi and Manarat Al Saadiyat, Saadiyat Cultural District offers a mix of universal storytelling, musical excellence and community-driven creativity.

With its iconic dome and human-centred narrative, Louvre Abu Dhabi alone welcomed over 1.4 million visitors in 2024. Now, the story continues with the opening of teamLab Phenomena Abu Dhabi, a multi-sensory, ever-evolving experience that takes visitors on a philosophical journey of discovery and reflection through the power of art. It's where art, technology and nature converge, offering a living, breathing space that evolves with its surroundings, redefining the role of art in cultural innovation and creative expression.

ON THE HORIZON

Saadiyat Cultural District reaches a defining milestone this year. Zayed National Museum, the national museum of the UAE, is set to open. A tribute to the values and vision of Sheikh Zayed, the museum will celebrate the country's culture, environment, history and future through innovative exhibitions and educational spaces.

Also launching in 2025 is the Natural History Museum Abu Dhabi – a destination unlike any other in the region. Spanning 13.8 billion years of history, it will invite visitors to journey through the evolution of life and the planet, while also hosting a research and teaching institution to support scientific discovery for generations to come.

Reaching completion by the end of 2025, Guggenheim Abu Dhabi will be a global museum of modern and contemporary art, spanning from the 1960s to the present. With a specific focus on North Africa, East and South Asia and the wider region, the museum will foster a deeper understanding of how different art perspectives have shaped the interconnected cultures and histories of our time. It reflects Abu Dhabi's global outlook and cultural commitment.

A NEW ERA FOR CULTURE AND CREATIVITY

More than a cultural destination, Saadiyat Cultural District is a living testament to the UAE's longstanding investment in culture as a unifying force. From Sheikh Zayed's founding of Al Ain Museum in 1971 to today's visionary institutions, this is a journey rooted in the past but firmly focused on the future.

What makes Saadiyat Cultural District extraordinary is the richness of experiences it offers. Each institution contributes a unique lens to explore our world. Whether engaging with history, art, music, science or storytelling, visitors will leave not just with memories, but with new perspectives.

As Saadiyat Cultural District enters its final phase of completion, Abu Dhabi invites the world to discover a place where culture moves beyond stages and galleries – it lives, breathes and connects us all.

VISIT STANDS ME0620, ME0650

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Gathering ground

Discover Oman Convention & Exhibition Centre, a new MICE hub in the GCC, championing technology, sustainability and global events in 2025


Oman Convention & Exhibition Centre

As global event organisers increasingly seek destinations that offer seamless connectivity and immersive experiences, Oman has emerged as a leading MICE destination in the GCC. At the heart of this growth is the Oman Convention & Exhibition Centre (OCEC), the country's flagship venue for world-class meetings, conferences and events. With a landmark year ahead, OCEC is set to host a series of high-profile international events in 2025, further cementing Oman's position as a key player in the global events industry.

Located in Muscat's heart, just minutes from the international airport and surrounded by first-class amenities and hotels, OCEC offers more than just a venue, it delivers an authentic Omani experience, known for its warm hospitality and cultural traditions.

Beyond its prime location and cultural appeal, OCEC stands out for its state-of-the-art facilities, commitment to sustainability and one-stop-shop approach, making it a top choice for event organisers. From planning to execution, the centre provides comprehensive support, managing all logistics and coordinating with trusted local suppliers to ensure seamless event delivery. This integrated service model has solidified OCEC's reputation as the venue of choice for major international events.

In partnership with Oman's Telecommunications Regulatory Authority, OCEC has secured the prestigious Internet Corporation for Assigned Names and Numbers (ICANN) Annual General Meeting in October 2025. Other major events include the Society of Petroleum Engineers' International Hydro Fracture Technology Conference (SPE IHFTC), hosted by Petroleum Development Oman (PDO), in September, and Oman Sustainability Week in May.

Eng. Said Al Shanfari, CEO of OCEC explained: "OCEC has attracted significant interest from key sectors such as energy, sustainability and technology – areas where Oman has built strong expertise in oil and gas, energy diversification and technological innovation. With its modern infrastructure and commitment to sustainability, OCEC is the ideal venue for hosting industry-leading events."

With a promising year ahead and 2026 bookings in high demand, OCEC is fast emerging as a premier global MICE destination. At ATM, the team will highlight its state-of-the-art venue while showcasing Oman as a destination where stunning landscapes and rich cultural heritage create a distinctive setting for unforgettable gatherings.

VISIT STAND MI06

> **"OCEC STANDS OUT FOR ITS STATE-OF-THE-ART FACILITIES, COMMITMENT TO SUSTAINABILITY AND ONE-STOP-SHOP APPROACH, MAKING IT A TOP CHOICE**


Oman Convention & Exhibition Centre

Discover Saudi Arabia with Marriott Bonvoy®

Explore Saudi Arabia's diverse hospitality scene with Marriott International's award-winning loyalty programme, designed to elevate every journey

From Riyadh's vibrant cityscape and Jeddah's historic districts to the Red Sea's untouched waters, Saudi Arabia is a destination of diversity, with rich cultural experiences waiting to be discovered at every corner. With Marriott Bonvoy as the ultimate travel companion, guests can explore the kingdom like never before.

Members of the Marriott Bonvoy loyalty programme enjoy a range of exclusive benefits that elevate every journey. Joining the programme is free, and members get immediate access to preferred rates and start earning points from their very first stay.

TRAVEL MADE SEAMLESS

Marriott Bonvoy makes travelling to Saudi Arabia even easier. Members can transfer points to miles and book flights with over 35 of Marriott Bonvoy's airline partners, including Saudia, Emirates and Qatar Airways. For those looking to rent a car during their stay, Marriott Bonvoy members can earn 750 points on rentals with SIXT. Additionally, members can match their status to enjoy the benefits of both Marriott Bonvoy and SIXT.

There are more perks to discover with the new Marriott Bonvoy Alrajhi Bank Credit Card in Saudi Arabia, allowing members to earn points on everyday purchases. This co-branded credit card offers unique rewards to travellers, including a welcome bonus of 50,000 Marriott Bonvoy points, up to six points per US$1 spent on purchases, an upgrade to Marriott Bonvoy Elite status and more benefits to enhance every aspect of their journey both in Saudi Arabia and worldwide. Soon-to-launch benefits will enable members to earn points on dining at participating restaurants, even when not staying at the hotel.

> **"MARRIOTT INTERNATIONAL'S PORTFOLIO OF OVER 40 HOTELS AND RESORTS IN SAUDI ARABIA PROMISES THE PERFECT STAY FOR EVERY TRAVELLER**

HOSPITALITY AT ITS FINEST

Marriott International's portfolio of over 40 hotels and resorts in Saudi Arabia promises the perfect stay for every traveller. Amidst the thriving coral reefs of the Red Sea, an ultra-luxurious island escape awaits at The St. Regis Red Sea Resort on the pristine Ummahat Island. Set within one of the world's last true unexplored enclaves, it makes the most of its extraordinary natural surroundings, from pristine coral reefs and white sand beaches to lush tropical gardens, creating an idyllic setting for world-class diving experiences.

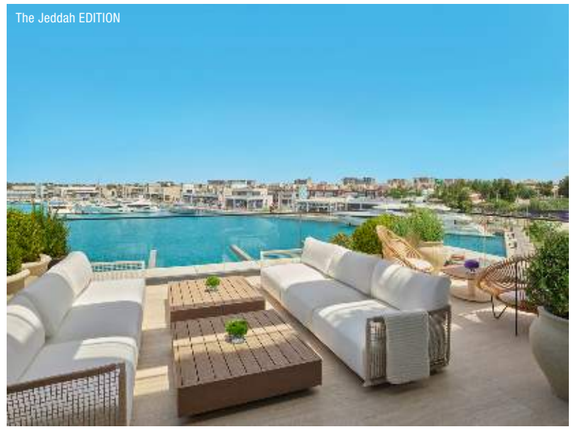
For culture enthusiasts, the newly opened Bab Samhan, a Luxury Collection Hotel, Diriyah – the first hotel to open in the cultural district of Diriyah – offers the ideal base to immerse oneself in the kingdom's rich heritage. Meanwhile, The Jeddah EDITION, located in the heart of the Jeddah Yacht Club & Marina, offers an extraordinary experience with views of the Red Sea and its proximity to the F1 racetrack.

Marriott Bonvoy makes getaways rewarding, allowing members to redeem their points for free nights. Members who redeem Marriott Bonvoy points for four consecutive nights at the same hotel receive a fifth night for free.

VISIT STAND HC2110

DISCOVER HOW TRAVEL IS BETTER AS A MARRIOTT BONVOY MEMBER. JOIN THE PROGRAMME TODAY AND RECEIVE TAILORED RECOMMENDATIONS, EXCLUSIVE OFFERS AND SO MUCH MORE.


The St. Regis Red Sea Resort


The Jeddah EDITION


Bab Samhan, a Luxury Collection Hotel, Diriyah

Elevating travel

Elevate unveils major growth milestones and regional expansion at ATM 2025

After a landmark year of growth, destination management company Elevate is making a bold statement at ATM 2025. Riding the momentum of several exciting developments, the company is now on the cusp of further expansion and setting its sights on even bigger goals. From unveiling new office locations to launching innovative travel platforms, Elevate's presence at this year's show reflects a business on the rise – and one that's reshaping the way travellers connect with the destinations they visit.



National Museum of Qatar - Courtesy of Qatar Tourism

DESTINATION FOCUS

"With a 54 per cent revenue increase and 22 per cent rise in our client portfolio since 2023, Elevate is now expanding its regional footprint," said Founder and CEO, Samir Hamadeh.

A pivotal move in the company's growth journey is its relocation to a new Dubai headquarters in Al Khayat, the city's vibrant arts and culture district. "This strategic step supports our growth and commitment to cultural tourism, alongside the launch of our Arts and Culture Directory," added Hamadeh. Aligned with this vision, the company is also collaborating with local artists to curate exclusive experiences.

At this year's show, Elevate will also spotlight its expanding regional presence with the launch of new offices in key markets, including Saudi Arabia and Qatar. The Saudi expansion, in particular, aligns with Virgin Atlantic's new Riyadh route and reflects the kingdom's evolution into a major tourism hub. Hamadeh notes that Elevate is proud to contribute to this development, with the move underscoring the company's commitment to regional growth and global connectivity.

Looking beyond the Middle East, Elevate has also added Thailand to its growing international network, further cementing its position as a global player in destination management.

DRIVING INNOVATION

Technology plays a central role in Elevate's growth journey, with the company leveraging AI tools to enhance guest experiences, personalise itineraries and drive product development. In focus at this year's ATM is Elevate's fresh slate of initiatives from its sub-brands, leveraging the latest advancements in the digital space.

Hamadeh explained: "GoElevate and CONNECT Business Events will expand accommodation options and provide bespoke event solutions. These initiatives are designed to meet the evolving needs of our B2B partners while raising service standards across the travel and business events sectors.

"We are also preparing to launch Yalator, a new B2B and B2C platform for excursions and ticketing providing users with access to curated experiences. These innovations reflect our commitment to delivering meaningful journeys that are efficient, engaging and powered by technology, aligning with the expectations of tech-savvy travellers."

> **"TECHNOLOGY PLAYS A CENTRAL ROLE IN ELEVATE'S GROWTH JOURNEY, WITH THE COMPANY LEVERAGING AI TOOLS TO ENHANCE GUEST EXPERIENCES**



Samir Hamadeh

COLLABORATIVE GROWTH

Collaboration lies at the heart of Elevate's model. The company works closely with airlines, communities and other stakeholders to foster both digital and physical connectivity, while also promoting sustainable travel practices. "These partnerships help us deliver enriching guest experiences while supporting the development of local destinations," said Hamadeh.

"Whether through collaborative campaigns, shared platforms or curated cultural programmes, our approach ensures value for travellers and partners alike. By aligning with key players in the industry, we aim to foster long-term, responsible growth that benefits both the travel ecosystem and the communities we serve."

VISIT STANDS ME1120 (DUBAI), ME0620, ME0650 (ABU DHABI), AS8210 (MALDIVES)

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PRESENTED BY: VISA

Global Stage

DAY 1 - MONDAY 28TH APRIL

12:00 - 12:20
SEAMLESS TRAVEL: THE FUTURE OF CONNECTED TRAVEL & PAYMENTS FOR THE EXPERIENCE DRIVEN EXPLORERS
In partnership with: Visa
This fireside chat explores the future of connected travel and payments for the experience-driven explorers.
Dr Saeeda Jaffar, *SVP & GM – GCC, Visa*
Murad Osmann, *Founder, #FollowMeTo*

12:30 - 13:10
HOSPITALITY REDEFINED, FIND YOUR COMPETITIVE EDGE
In partnership with: IHG
During this session, audiences will gain exclusive insights from one of the industry's most influential leaders.
Paul Clifford, *Group Editor, ITP Media Group*
Haitham Mattar, *Managing Director, MEA & South West Asia, IHG® Hotels & Resorts*

13:15 - 14:00
SELLING MORE THAN JUST A ROOM: THE IMPACT OF EXPERIENCE ON HOTELIERS
Travel has evolved from passive sightseeing to immersive experiences but how is this impacting the face of hotel brands in the Middle East?
Paul Clifford, *Group Editor, ITP Media Group*
Adrian Messerli, *Area President Hotel Operations - Europe, Middle East and Africa, Four Seasons Hotels & Resorts*
Kerry Healy, *Chief Commercial Officer, Middle East Asia Pacific, PME, Accor*
Eddy Tannous, *COO, Rotana Hotels*
Frank Trampert, *Senior Vice President & Global Managing Director of Community Sales & Marketing, Sabre Hospitality*
Sameh Muhtadi, *CEO, RAK Properties*

14:15 - 14:45
OPTIMISING LOYALTY PROGRAMMES FOR GLOBAL REACH AND LOCAL MARKETS
In partnership with: Visa
This session will bring together senior executives from leading brands to explore strategies for enhancing loyalty programmes that cater to both global audiences and local markets.
Devendar Agarwal, *Vice President, Head of GCC Merchant Sales and Acquiring, Visa Middle East FZ-LLC*
Nejib Edouard Ben Khedher, *Divisional Senior Vice President, Emirates Skywards, Emirates Group*
Sandeep Walia, *Chief Operations Officer, Middle East & Luxury, Europe, Middle East and Africa, Marriott International*
Haifa Beseisso, *YouTuber, Speaker, TV Host, FlyWith Haifa*

14:50 - 15:30
STRENGTHENING REGIONAL TOURISM THROUGH STRATEGIC INVESTMENT AND INNOVATION
Explore key macroeconomic trends, innovative investment strategies and policy frameworks driving sustainable growth in the Middle East's evolving tourism landscape.
Rhea Saran, *Advisory Consultant, Brunswick Group*
Emmanuel Marill, *Director MENA, Airbnb*
Irina Matei, *CEO, Therme Dubai*
Guy Hutchinson, *President Middle East & Africa, Hilton*

15:40 - 16:10
CONSIDERATIONS AND IMPLICATIONS OF INVOLVING COMMUNITIES IN DESTINATION REVITALISATION
Explore the role of community involvement in destination revitalisation.
Peter Varga, *University Professor, PhD, EHL Hospitality Business School, HES-SO University of Applied Sciences and Arts, Western Switzerland, Lausanne*
Richard Stolz, *Principal, Roland Berger*
Derar Almanaseer, *Executive Director Group Strategy and Sustainability, ADNEC Group*
Abdulaziz Al Khoori, *Executive Director of Group Strategy and Transformation, Miral*

16:10 - 17:00
ENHANCING COMPETITIVENESS THROUGH A CIRCULAR ECONOMY
In partnership with: Global Travel & Tourism Resilience Council
Explore how the circular economy can be a key strategy for businesses to achieve both environmental and economic goals.
Neda Shelton, *Head of Communications, Marketing & Corporate Affairs, Solutions Plus*
Nico Nicholas, *CEO, ZEERO Group Limited*
Dr. Hashil Al Mahrouqi, *Chief Executive Officer, Omran Group*
Caroline Moultrie, *President – EMEA, MMGY Global*
Christian Delom, *President & CEO, CD CONSULT*

17:00 - 17:30
MEET THE EXPERTS: CIRCULAR ECONOMY
In partnership with: Global Travel & Tourism Resilience Council
Nico Nicholas, *CEO, ZEERO Group Limited*
Dr. Hashil Al Mahrouqi, *Chief Executive Officer, Omran Group*
Caroline Moultrie, *President – EMEA, MMGY Global*
Christian Delom, *Secretary General, A World for Travel*
Neda Shelton, *Head of Communications, Marketing & Corporate Affairs, Solutions Plus*



DAY 2 - TUESDAY 29TH APRIL

11:00 - 13:00
MINISTERIAL DEBATE: UNLOCKING TOURISM GROWTH THROUGH CONNECTIVITY
In partnership with: Trip.com Group
International ministerial voices discuss the opportunities for collaboration, investment and barriers to overcome.
Eleni Giokos, *Anchor, CNN International*
HE Fatima Al Sairafi, *Minister of Tourism, Kingdom of Bahrain*
Jane Sun, *Chief Executive Officer, Trip.com Group*
HE Laura Lahoud, *Minister of Tourism, Lebanon*
HE Sherif Fathi Attia, *Minister of Tourism and Antiquities, Egypt*

13:45 - 14:00
JOURNEYS THAT SHAPE US: THE NEW POWER OF CONNECTION
Fahd Hamidaddin, *Chief Executive Officer, Saudi Tourism Authority*

14:00 - 14:35
ATM TRENDS REPORT: LEISURE, LUXURY & MICE - LEADING TRENDS FOR THE MIDDLE EAST
In partnership with: Tourism Economics, an Oxford Economics Company
Explore the key forces shaping the travel sector in the Middle East and Arabian Gulf with this bespoke report, providing in-depth analysis of emerging travel trends, evolving travel preferences and economic impacts on the region.
Dave Goodger, *Managing Partner – EMEA, Tourism Economics, an Oxford Economics Company*

14:45 - 15:25
REDEFINING TOURISM PRODUCTS IN UNCERTAIN TIMES
In partnership with: Global Travel & Tourism Resilience Council
In the midst of geopolitical conflicts, climate change, coastal erosion, natural disasters, drought and famine, tourism in the Middle East is facing challenges.
Ibrahim Osta, *Global Tourism Lead and Senior Economic & Trade Advisor, Chemonics International*
Hon. Ghada Shalaby, *Executive Director, Egyptian Hotel Association*
Roberto Martinoli, *Board Member/ Managing Partner, Rina SpA/MC4Yachts*
Alastair Crossley, *Global Head of Travel Solutions, AXA Partner*
Joanna Kolatsis, *Director, Themis Advisory Limited*

15:30 - 15:40
IN CONVERSATION - DISTRIBUTION EMPOWERMENT FOR SMES
In partnership with: Global Travel & Tourism Resilience Council
Learn how aiding local SME's through powerful digital distribution tools provided by some destinations is a key to success.
Caragh Curran, *MBA, Founder and Managing Director, Sustainable Tourism Consultants*
Shabib Al Maamari, *Managing Director, Visit Oman*

15:45 - 16:20
IMPLEMENTING REGENERATIVE TRAVEL PROGRAMMES
In partnership with: Global Travel & Tourism Resilience Council
Sustainability is no longer enough. The industry must move towards regenerative practices that aim to restore and revitalise the destinations that travellers visit.
Jennifer Croes, *Conservation Scientist, Consultant, Jennifer Croes Consulting*
Carlota Galvan, *Head of ESG, HBX Group*
Dr. Ioannis Spanos, *Vice President - Sustainability, Expo City Dubai*
Rylan Henriques, *Partner, Boston Consulting Group*

16:25 - 17:00
REIMAGINING ESG IN THE MIDDLE EAST: A WOMAN'S PERSPECTIVE
In partnership with: Global Travel & Tourism Resilience Council
The concept of ESG criteria has become increasingly important in the travel industry. The session sheds light on the role of women in shaping sustainability practices and social responsibility within the region's tourism sector.
Neda Shelton, *Head of Communications, Marketing & Corporate Affairs, Solutions Plus*
Zina Bencheikh, *Managing Director EMEA, Intrepid Travel*
Jane McFadzean, *Senior Director Global Sustainability, Trip.com*
Sonia Decodes, *Director of Insights & Tourism, Mabrian*
Beth Freedman, *UK Executive Vice President & Managing Director, MMGY*



DAY 3 - WEDNESDAY 30TH APRIL

10:30 - 11:00
UP IN THE AIR: WHAT'S NEXT FOR AVIATION IN THE AGE OF TRANSFORMATION AND GLOBAL DISRUPTION?
Airlines are facing an era of transformation, where investment decisions, AI adoption and supply chain instability are reshaping the future of flight.
- **Hayley Skirka,** *Independent Travel Journalist*
- **Paul Griffiths,** *CEO, Dubai Airports*

11:05 - 11:40
ELEVATING TRAVEL AND HOSPITALITY: DATA-DRIVEN OPERATIONS TO FUEL GROWTH IN THE MIDDLE EAST
In partnership with: STR & Cirium
Cirium and STR share real-world examples of how businesses are leveraging data analytics to enhance operations, highlight market trends shaping the Middle East and explore untapped potential in the region.
- **Sarah Duignan,** *Director of Client Relationships, STR*
- **Piyush Chawla,** *Head of Sales - EMEA, Cirium*

11:45 - 12:45
CRUISE ARABIA: CHARTING THE GULF'S FUTURE AS A GLOBAL CRUISE HUB
One year after the formation of the Cruise Arabia Alliance, this expert panel will assess the progress made in establishing the Arabian Gulf as a premier global cruise destination.
- **Gemma Greenwood,** *Director, Content Incorporated*
- **Jasem Zaiton,** *Director & Co Founder, Zaiton FZ LLE, Zaiton Destinations PVT LTD & Cruise Zaiton LLC*
- **Mashhoor Baeshen,** *Executive Director, Commercial & Business Development, Cruise Saudi*
- **Janet Parton,** *VP Business Development (UK, Europe, Australia), Celestyal*
- **Angelo Capurro,** *Executive Director, MSC Group's Cruise Division*
- **Dave Goodger,** *Managing Partner – EMEA, Tourism Economics, an Oxford Economics Company*
- **Saud Hareb Almheiri,** *Cruise Tourism & Yachting Lead, Dubai Department of Economy and Tourism (DET)*

12:50 - 13:25
THE ROLE OF GROUND TRANSPORTATION IN CONNECTED TRAVEL STRATEGIES
Speakers will discuss the intersection of mobility, sustainability and personalisation in the context of ground transport to enable seamless travel and unlock competitive advantage.
- **Alexandra Topalian,** *Conference Chair & Panel Moderator, Alexandra Topalian Management Consulting LLC*
- **Justin Cooke,** *CEO, World Sustainable Travel & Hospitality Awards*
- **Jehan de The,** *Group Public Affairs Director, Europcar Mobility Group*
- **Ahmed Arab,** *Head of Business Development, MEA, Uber*

13:30 - 13:50
EMERGING PERSONALISATION TRENDS FOR IMPROVED LOYALTY
In partnership with: Global Loyalty Organisation (GLO)
Uncover the shift in loyalty preferences for 2025 and examine how consumer preferences for personalisation differ across different regions, such as Brazil and Saudi.
- **Dilek Glenister,** *Co-Founder Global Loyalty Organisation*
- **Anastasia Levashova,** *Director/ Co-Founder, Global Loyalty Organisation*

13:55 - 14:25
OMNICHANNEL STRATEGIES FOR SEAMLESS TRAVEL EXPERIENCES
We are living in the "seamless" era, where travellers are demanding smoother and uninterrupted journeys, but how can your marketing efforts contribute to this? In an age where travellers expect seamless interactions across all touchpoints, omnichannel marketing is key to delivering consistent and coherent experiences.
- **Holly Phillips,** *Co-Founder & CEO, For Digital Sakes*

14:30 - 15:10
MULTIMEDIA: CONNECTING GLOBAL AUDIENCES & UNLOCKING HYPER-LOCALISED CAMPAIGNS
Marketing leaders discuss how multimedia strategies are not just shaping travel marketing but also connecting local tourism providers, trade partners through regional personalisation and UGC.
- **Elaine Azlin,** *Global Public Relations Agency Founder, Address & Co.*
- **Shabib Al-Maamari,** *Managing Director, National Travel Operator (Visit Oman), Sultanate of Oman*
- **Rob Torres,** *Senior Vice President, Media Solutions, Expedia Group*
- **John Speers,** *Joint Managing Director, MSQ Middle East*
- **Peggy Li,** *CEO, Strategic Partnership Solutions LLC*

15:15 - 15:35
REACTING TO A SHIFTING MEDIA LANDSCAPE
This panel will address the challenges and opportunities of owning and adapting content amidst changing user preferences.
- **Joshua Foer,** *Co-Founder, Atlas Obscura*

15:40 - 16:00
FROM DISCOVERY TO CONVERSION: HOW TIKTOK IS CHANGING THE GAME
This keynote will dive into TikTok's evolving role in the travel marketing ecosystem.
- **Marc-Antoine Simon,** *Industry Manager, Travel Global Business Solutions, MENA - TikTok, TikTok ByteDance*

16:30 - 17:00
THE CREATOR'S PLAYBOOK: MASTERING THE BUSINESS OF TRAVEL CONTENT IN THE SOCIAL SEARCH AGE
In partnership with: NaviSavi
This session explores the role of influencers and brand content acquisition, providing a strategic playbook for managing creator relationships.
- **Sally Bunnell,** *CEO & Founder, NaviSavi INC*
- **Ghadeer El Khub,** *Creative and Production Director, Department of Culture and Tourism - Abu Dhabi*
- **Rana Samara,** Social Media Director, Wego
- **Ali Almeshaal,** *CEO, Sukun*

17:00 - 18:00
INFLUENCER NETWORKING
In partnership with: NaviSavi
Via online registration only

DAY 4 - THURSDAY 1ST MAY

10:30 - 11:00
APAC MARKET INSIGHTS - STATISTICS
In partnership with: Euromonitor
Unpack the trends influencing the APAC region, with an overview of trends leading the transformation of traveller profiles in Asia-Pacific.
- **Prudence Lai,** *Consultant, Euromonitor International*

11:00 - 12:00
APAC MARKET IMPACT - DISCUSSION
In partnership with: China Daily
Following the presentation on the APAC Market, senior leaders discuss how this is directly impacting the way they are shaping their tourism strategies.
- **Mingjie Wang,** *Global Journalist, China Daily*
- **Alhasan Aldabbagh,** *President of APAC Markets, Saudi Tourism Authority*
- **Gary Bowerman,** *Founder, Check-in Asia*
- **Boon Sian Chai,** *Managing Director and Vice President of International Markets, Trip.com Group*
- **Shahab Shayan,** *Regional Director Asia Pacific, Department of Economy and Tourism*

12:30 - 13:30
NEXT GEN TRAVELLER: INDIA
India's tourism market is on the rise, presenting opportunities for growth.
- **Shivani Gupta,** *Managing Partner, FINN Partners*
- **Abdulla Yousuf,** *Director of International Operations, Department of Culture and Tourism, Abu Dhabi*
- **Saurabh Rai,** *Executive Vice President, Preferred Travel Group*
- **Bader Ali Habib,** *Director of Proximity Markets, Dubai Department of Economy & Tourism*

13:45 - 14:45
EMPOWERING LEADERSHIP: INSPIRING AND RETAINING THE NEXT GENERATION OF TOURISM PROFESSIONALS
In a rapidly evolving tourism landscape, attracting and retaining top talent is no longer just an HR priority – it's a leadership challenge.
- **Edmund Goh,** *Professor - Assistant Dean, Research and Innovation, Abu Dhabi Hospitality Academy, Les Roches*
- **Lamees ElZeghaty,** *Head of Lists and Certifications Department, Great Place to Work® Middle East*
- **Patrice Gordon,** *Author, Executive Coach & Strategic Advisor*
- **Margaux Constantin,** *Partner, McKinsey & Company*
- **Julia Miller,** *Senior Director Compensation & Benefits MEA, Hilton*
- **Justin Bell,** *Country Manager Saudi Arabia and UAE, Virgin Atlantic Airways*



KEY: TIME | MODERATOR | SPEAKER

PRESENTED BY: Sabre

Future Stage

DAY 1 - MONDAY 28TH APRIL

DON'T MISS



11:30 - 12:15
AI ADOPTION: FROM BUZZWORDS TO BUSINESS STRATEGY
- **Cassie Kozyrkov,** *CEO, Kozyr*

Cassie Kozyrkov, a renowned leader in artificial intelligence and founder of Decision Intelligence, was Google's first Chief Decision Scientist. Cassie spearheaded Google's AI-first transformation, training 20,000+ Googlers and impacting over 500 projects.

Renowned for her ability to demystify AI concepts, Cassie combines technical expertise with humour and charisma to deliver impactful presentations. Her insights have guided global leaders at organisations like Gucci, NASA and Meta.

A seasoned speaker, Cassie has captivated audiences on stages worldwide, including the United Nations and the World Economic Forum. In this insightful talk, she cuts through the noise – exploring what's easy, what's hard and how to spot genuine opportunities to improve your business with AI. She will make links into the travel world and demonstrate how this industry can get to the forefront of AI adoption.

12:30 - 13:15
GAMING THE FUTURE: GLOBAL TOURISM'S WINNING STRATEGY
In this session, explore how gaming is transforming the global tourism industry, with a spotlight on emerging markets and winning formulas for economic growth, tourist attractions and integrated resort success.
- **Josh Corder,** *Travel Journalist*
- **Darren Bishop,** *SVP, Travel and Tourism Practice Lead / Market Research and Strategy Consultant, Heart+Mind Strategies*
- **Judith Cartwright,** *Founding & Managing Director, Black Coral Consulting*
- **Edward Batrouni,** *Founder/ Executive Director, Zenitech*
- **Sanjiv Hulugalle,** *Senior Vice President & General Manager of Cinnamon Life at City of Dreams*

13:30 - 14:15
BEYOND 2025: THE MICROTRENDS REDEFINING TRAVEL
Travellers are 'rewriting their playbook' in 2025, defying conventional getaways and forging new connections with themselves, their loved ones, those they meet along the way and the destinations they visit.
- **Aleix Rodriguez Brunsoms,** *Director - Strategy, Skift Advisory*
- **Fouad Talaat,** *Regional Manager, Booking.com*
- **John Bevan,** *CEO, Dnata Travel Group*
- **Amani O'Neill,** *Senior Public Policy Manager, Middle East, Airbnb*

14:15 - 15:00
ACCELERATING ACCESSIBLE TOURISM
In this insightful session, panellists will discuss steps the industry can take to accelerate its accessible tourism initiatives, unlocking both ethical and business opportunities.
- **Josh Corder,** *Travel Journalist*
- **Enrique Eduardo Ruiz de Lera,** *Global Chief Marketing Officer, Turespaña/Spain Tourism Board*
- **John Sage,** *Founder and CEO Sage Inclusion*
- **Emil Petrov,** *Vice President, Strategy and Insights, Ras Al Khaimah Tourism Development Authority*
- **Waleed Ahmed,** *COO, Transreport Limited*

15:15 - 16:00
HOSPITALITY NEWS ME PRESENTS: GLOBAL TRENDS AND PREDICTIONS FOR 2025
In partnership with: Hospitality News ME
Join this session for an insightful exploration of the future of hospitality and travel in 2025.
- **Lisa Jerejian,** *Communications Manager, Hospitality Services Middle East*
- **Leila Serhan,** *Senior Vice President & Group Country Manager for North Africa, Levant and Pakistan (NALP), VISA*
- **Hala Matar Choufany,** *President, Middle East & Africa, HVS MEA*
- **Justin Reid,** *Senior Director of of Global Partnerships, Tripadvisor*
- **Eddy Tannous,** *COO, Rotana Hotel Management Corporation PJSC*
- **Haifa Beseisso,** *YouTuber, Speaker TV Host, FlyWith Haifa*

16:15 - 17:00
GENERATIONAL TRENDS INFLUENCING HYPER-PERSONALISATION IN LUXURY
In partnership with: Destinations of the World News
Hyper-personalisation in luxury travel is a growing trend driven by generational differences in expectations and behaviours. Experts will look at creative solutions.
- **Steven Bond,** *Freelance Travel Editor*
- **Loay Nour,** *Vice President, Fairmont Brand & Marketing Communications*
- **Amir Golbarg,** *Senior Vice President, Minor Hotels*
- **Nicolas Hauvespre**, *VP of Luxury Brands, MEA, Marriott*



DAY 2 - TUESDAY 29TH APRIL

10:30 - 11:15
WHAT A WASTE! HOW TO BETTER MANAGE FOOD WASTE IN TOURISM
Speakers will explore why sustainability is rapidly becoming a key driver for success in the hospitality industry and how employees in hotels can contribute.
- **Katie Chambers,** *Broadcast Journalist*
- **Enas Sobhy Ali,** *Head of Corporate Social Responsibility, Tadweer Dubai*
- **Dr. Amal Albedwawi,** *Senior Food Safety Specialist, UAE Food Bank*

11:30 - 12:15
DRIVING GROWTH IN THE REGION THROUGH A STRONG AND INTERCONNECTED ECOSYSTEM
In partnership with: Amadeus
Hear experts discuss their contributions to maintain the Middle East's leading position in global tourism, and how a collaborative approach is transforming the industry and paving the way to success.
- **Alfonso Sasselli,** *Head of Industry Partnerships, Amadeus IT*
- **Tarique Khatri,** *EVP - Chief Commercial Officer, Almosafer (Part of Seera Group)*
- **Hoor Alkhaja,** *Senior Vice President of International Operations, Dubai Corporation for Tourism and Commerce Marketing (DCTCM), Department of Economy and Tourism (DET)*
- **David de la Cruz,** *VP Digital Delivery and Data, Etihad Airways*
- **Tareque Ali Choudhury,** *Vice President Technology, Dubai Airports*

12:30 - 13:15
DARE TO ASK: WOMEN IN HOSPITALITY
The first thing to ask ourselves is: do we know what we want and are we communicating it effectively? Get curious and be honest with yourself about what areas you want to explore. This engaging format is a quick-fire Q&A which will enable and empower you to ask all the key questions on women in hospitality.
- **Katie Chambers,** *Broadcast Journalist*
- **Frauke Anoun,** *General Manager, Affini, A Tribute Portfolio Residence*
- **Elham Bolooki,** *Senior Manager - Experiential Learning, Dubai College of Tourism / DET*

13:20 - 14:00
THE POWER TO EMPOWER: CULTURAL CONNECTIVITY AND INCLUSION
As the Middle East continues to position itself as a global tourism hub, cultural connectivity and inclusivity are key to sustainable growth, economic prosperity and enhanced traveller experiences. However, balancing diversity, equity, and inclusion (DEI) with regional values and cultural sensitivities presents unique challenges.
- **Raha Moharrak,** *Presenter*
- **Deborah Thomson,** *Cluster General Manager - JA Hatta Fort Hotel & Terra Cabins at JA Hatta Fort Hotel, JA Resorts & Hotels*
- **Wesley Hartmann,** *Head of Environmental and Conservation Operations, Wilderness*
- **Adib Samara,** *General Manager - Kingdom of Saudi Arabia, Blacklane*
- **Dr. Ilayaraja T,** *Managing Director of Madhya Pradesh State Tourism Development Corporation*

14:15 - 15:00
SUCCESSFULLY EXECUTING CULTURAL IMMERSION AND WELLNESS TRAVEL FOR THE EXPERIENTIAL TRAVELLER
Learn how wellness travel and experiential travel are reshaping how people explore the world today. Audiences will discover the changing travel styles that prioritise personal growth, holistic well-being and immersive cultural engagement.
- **Paul Boldy,** *Global Head of Hospitality Futures, Benoy*

15:15 - 16:00
TURNING FRAGMENTATION INTO OPPORTUNITY FOR SMARTER RETAILING
In partnership with: Sabre
In this insightful session, discover how AI-powered solutions are simplifying complexity, enhancing personalisation and unlocking new revenue and efficiency opportunities.
- **Ramzi Al-Qassab,** *Managing Director, Sabre Travel Network Middle East*
- **Frank Trampert,** *Senior Vice President and Global Managing Director of Community Sales & Marketing, Sabre Hospitality*
- **Paolo Federico,** *SVP Revenue Management and Distribution, Jumeirah Group*
- **Alexander Gali,** *GM Sales Strategy, Saudia*
- **Faisal Alrajhi,** *Group CEO & Co-Founder, Almatar*

16:15 - 17:00
GROWTH OF WELLNESS AND CELEBRATORY TOURISM
In partnership with: TravTalk
Explore travel trends reflecting shifting societal priorities toward experiences that foster meaning, connection and celebration of life's milestones.
- **San Jeet,** *Director, DDP Publications Private Limited*
- **Paul Stevens,** *Chief Operating Officer, Middle East, Africa and Türkiye, Premium, Midscale and Economy Division, Accor*
- **Eddy Tannous,** *COO, Rotana Hotel Management Corporation PJSC*
- **Kathryn Moore,** *Founder and Managing Director, Spa Connectors*

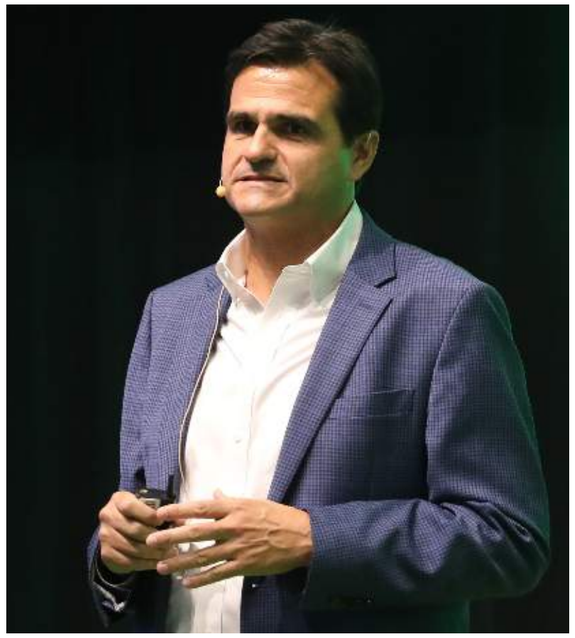
DAY 3 - WEDNESDAY 30TH APRIL

10:30 - 11:00
TRAVEL TECHNOLOGY: GET AHEAD OR GET LEFT BEHIND
This fireside chat will offer an inside look into how industry innovators have identified gaps in the market and leveraged technology to create game-changing solutions that disrupt.
- **Kate Harden-England,** *Editor, Travolution*
- **Merilee Karr,** *Founder, UnderTheDoormat*
- **Gaurav Bhatnagar,** *Co-Founder, TBO.com*

11:10 - 11:50
DATA-DRIVEN TRAVEL: THE NEXT FRONTIER OF DESTINATION TRANSFORMATIONS
In partnership with: Travolution
In an era where data is the most valuable, this power-panel will highlight how cutting-edge technology and analytics are pioneering the new shape of destinations.
- **Kate Harden-England,** *Editor, Travolution*
- **Zeynep Mutlu Bigalı,** *Head of Destination Partnerships, Skyscanner*
- **Jay Wardle,** *President & GM, RateGain Adara Inc.*
- **Andrew Smith,** *Senior Vice President, Agoda*
- **Brent Roberts,** *Global Director of Sales, Destinations, Amadeus*

12:00 - 12:40
SMARTER SUSTAINABILITY: THE ROLE OF TECH IN SUSTAINABLE TOURISM
Sustainable tourism tools are used to not only satisfy travellers and host communities – it also emphasises economic, social and environmental considerations, demanding balance among communities and companies.
- **Jane Witherspoon,** *Editor in Chief, Euronews Middle East*
- **Tess Longfield,** *Head of Sustainability, Sabre Corporation*
- **Carlos Cendra,** *Chief Marketing & Communications Officer, Mabrian Technologies*

12:50 - 13:20
LETTING THE DATA TALK - OTA BENCHMARKING
In partnership with: Videc
In this quick-fire data dump, exclusive analytics will be shared on benchmarking and real-time data trends to refine strategies, improve performance and stay ahead in a highly competitive OTA market.
- **Virendra Jain,** *Co-Founder & CEO, Videc*



KEY: TIME | MODERATOR | SPEAKER

13:30 - 13:45
PRECISION IN PERSONALISATION: AI'S ROLE IN TAILORING TRAVEL EXPERIENCES
In partnership with: Huawei
- **Sukhpreet Singh Ghataura,** *Director - Ecosystem Development, MEA, Huawei Tech (UAE)*

13:45 - 14:15
A NEW PARADIGM OF SUSTAINABLE TOURISM FROM A GLOBAL PERSPECTIVE
In partnership with: Huawei
This session explores the future of sustainable travel, examining emerging tourism trends, eco-conscious traveller behaviour, AI innovation, cultural preservation and the power of international collaboration to drive the future of sustainability in tourism.
- **Sukhpreet Singh Ghataura,** *Director - Ecosystem Development, MEA, Huawei Tech (UAE)*
- **Liu Yang, Director,** *China Cultural Centre in UAE*
- **Weiwei Yang,** *Principal, Shanghai Municipal Administration of Culture and Tourism*

14:20 - 15:00
THE BLUEPRINT FOR TRANSFORMING MOMENTS INTO TOURISM LEGACIES
In partnership with: MCN Holdings
- **Ghassan Harfouche,** *Group CEO, Middle East Communication Network FZ LLC*
- **Robert Willock,** *Global Editorial Director, EICN, The Economist Group*
- **Jess Davies,** *Research Director, Truth Central, McCann Worldgroup*
- **Joe Nicolas,** *CEO - UM MENAT, Universal Media Seven FZ LLC*

15:10 - 16:00
ENABLING A BETTER DIGITAL JOURNEY THROUGH CONNECTIVITY
Experts from leading tech companies will discuss how interconnected systems, automation, and emerging technologies can address industry-wide challenges.
- **Anastasia Varnavskaya,** *Founder, Fortuda & Mentor at Women in Tech Global*
- **Custódio Barreiros,** *Founder & CEO, EIP MGT*
- **Virendra Jain,** *Co-Founder & CEO, Videc*
- **Sam Woollard,** *CMO, TRAVALA*
- **Felix Shpilman,** *President and CEO, Emerging Travel Group*

16:10 - 17:00
HUMAN-CENTRIC TECHNOLOGIES CHANGING THE FACE OF TRAVEL TECH
Connecting with customers should be the first objective, however as newer technologies take on more "human" roles, how can we ensure that the customer truly does feel listened to? Join this insightful session to find out more from the experts.
- **Anastasia Varnavskaya,** *Founder, Fortuda & Mentor at Women in Tech Global*
- **Robin Lawther,** *Vice President, Expedia TAAP*
- **David Amsellem,** *CEO, The Luxurist*
- **Qais Amori,** *Chief Digital & Technology Officer, Almosafer (part of Seera Group)*
- **Amy Read,** *VP Innovation, Sabre Hospitality*

DAY 4 - THURSDAY 1ST MAY



10:30 - 11:15
A NEW TASTE FOR TRAVEL: ALIGNING CULINARY EXPERIENCES TO MODERN TRAVELERS
Gastronomy is no longer just about dining – it's a powerful driver of destination appeal, economic growth and cultural exchange, and destinations must rethink their approach.
- **Peggy Li,** *CEO, Strategic Partnership Solutions LLC*
- **Philip Mahoney,** *Senior Vice President, Fairmont & Raffles*
- **Ufuk Secgin,** *Co-Founder & CMO, Halalbooking*
- **Sherif Tamim,** *Academy Chair, The World 50 Best Restaurants - MENA*

11:30 - 12:15
RETAINING HIGH-NET-WORTH TRAVELLERS BY REDESIGNING THEIR EXPERIENCE
Understand how to attract and retain high-net-worth travellers by designing experiences that challenge conventional notions of luxury.
- **Eva Stewart,** *Global Managing Partner, GSIQ Tourism Insights*
- **Anant Sharma,** *CEO, Matter of Form*
- **Peter Hechler,** *Senior Vice President and Head of Regional Operations EMEAA, Banyan Tree Holdings*
- **Barbara Muckermann,** *Group CEO, Kempinski Hotels*

12:30 - 14:00
ATM'S OFFICIAL PITCH BATTLE
In partnership with: Intelak
ATM welcomes start-ups to battle it out with their innovative pitches.
- **Jigar Sagar,** *Serial Entrepreneur, Triliv Holdings (keynote)*

Judges:
- **Ramzi Al Qassab,** *Managing Director Middle East, Sabre*
- **Ismail Issa,** *Head of AI & Web3, Emirates*

Shortlisted start-ups:
- **Jeff Pan,** *Founder, Belli*
- **Sharan Bhinder,** *Co Founder & Chief Customer Officer, SparkleHaze*
- **Harsh Agarwal,** *Founder & CEO, ChatDMC*
- **Ivette Vasquez,** *Business Development Manager, Penguinpass*
- **Kailash Saravanan,** *Founder & CEO, WROXAI PVT LTD*
- **Soufiane Almi,** *Founder & CEO, Club Escapade*
- **Sai Santhosh Kalangi,** *Co-Founder, TravStack*

14:00 - 15:00
AI EVERYWHERE ALL AT ONCE - THE FUTURE OF CONNECTED TRAVEL
Connecting customers to unique and bespoke experiences is vital for competitive advantage, but how far can AI drive it?
- **John Duffield,** *Futurist & Innovator*

Business Events Stage

ibtm @ ATM

DAY 1 - MONDAY 28TH APRIL

11:15 - 11:30
ICCA FORMAL WELCOME
In partnership with: International Congress and Convention Association (ICCA)

11:30 - 12:15
HOW GLOBAL EVENTS AND FESTIVALS DRIVE SOCIO-ECONOMIC GROWTH
In partnership with: International Congress and Convention Association (ICCA)
Learn how global events and festivals can be transformative in fostering socio-economic growth and enhancing destination appeal across the Middle East.
- **Senthil Gopinath,** *CEO, ICCA*
- **Ahmed Al-Khaja,** *CEO, Dubai Festivals and Retail Establishment, Dubai Tourism*
- **Mubarak Al Shamsi,** *Director of Abu Dhabi Convention and Exhibition Bureau, Department of Culture and Tourism*
- **Iyad Rasbey,** *VP - Destination Tourism Development, Ras Al Khaimah Tourism Development Authority*

12:30 - 13:15
THE STATE OF THE NATION: NAVIGATING THE FUTURE OF BUSINESS TRAVEL IN THE MIDDLE EAST
In partnership with: Global Business Travel Association (GBTA)
This session provides an analysis of the latest trends in business travel, with a special focus on the Middle East.
- **Catherine Logan,** *Regional SVP - EMEA and APAC, Global Business Travel Association*
- **Ciaran Kelly,** *Managing Director Middle East and Africa, FCM Travel*
- **Ryan Morris,** *Director of Global Sales, IHG*
- **Anthony Baldwin,** *EMEIA Emerging Markets Travel, Meetings & Events and Global Offshore Leader, EY*

13:30 - 14:15
FUTURE-PROOFING 2025: TRENDS, AI AND SHIFTS IN BUSINESS & MICE TRAVEL
Explore the ever evolving role of business and MICE travel in 2025
- **Graham Pope,** *Vice President, Sales, Supplier & Venue Solutions, Cvent*

14:30 - 15:15
DEMYSTIFYING TECHNOLOGY IN EVENTS – THE HUMAN CONNECTION VS AI
The integration of AI into the events industry is revolutionising the way events are planned, executed and experienced. However, the rise of AI also brings its challenges, ensuring the essential human connection remains at the heart of every event.
- **Dorothee Anjos,** *Managing Director, Multilem*

15:30 - 17:00
ARABIA CHINA TOURISM (MICE) FORUM
In partnership with: CBN MICE
How is China developing its offerings to attract international events?
- **Dr Adam Wu -** *Chief Executive Officer CBN Travel and MICE*
- **Eric Hu,** *CEO, Sichuan Qiantour Travel Services*
- **Yang Liu,** *Director, China Cultural Centre in the UAE*
- **Yuasheng Wang,** *CEO, High Way Travel and Tourism LLC*
- **Sumathi Ramanathan,** *Managing Partner, Gratiya*
- **Xuyan Tang,** *Founder and GM, Shanghai Mingshine Business Travel Service*

DAY 2 - TUESDAY 29TH APRIL



11:00 - 11:20
HONG KONG: DESTINATION BRIEFING
In partnership with: Hong Kong Tourism Board
This short destination showcase will transport you to Hong Kong and uncover all the reasons why you should build business connections with this destination.

11:30 - 12:15
THE POWER OF PARTNERSHIPS
In partnership with: International Association of Professional Congress Organisers (IAPCO)
In this session, we will look at how associations, convention bureaus and government stakeholders work together with professional congress organisers to ensure that partnerships can thrive.
- **Martin Thomas Boyle,** *CEO, International Association of Professional Congress Organisers (IAPCO)*
- **Dr. Ahmed El Shal,** *Chairman & CEO, ICOM for Organisation, Marketing and Research*
- **Karina Soraya Lance,** *Associate Vice President, Business Events, Dubai Economy and Tourism*

12:30 - 13:15
WHAT'S NEW IN THE INCENTIVE WORLD?
In partnership with: Society for Incentive Travel Excellence (SITE Arabia)
Join this panel of experts on the Business Events Stage at ATM 2025 from the SITE Arabian Chapter to explore the future trends in the incentive industry as they explore new destinations and the increasing demand for personalisation today.
- **James Morgan PhD,** *Principal Consultant, James Morgan Associates*
- **Karina Soraya Lance,** *Associate Vice President, Business Events, Dubai Economy and Tourism*
- **Prem Vadassery,** *Regional Director of Operations, MCI Middle East LLC*
- **Natalie Crampton,** *Director, TEC Events*

13:30 - 14:15
BUILDING STRONGER CONNECTIONS: BRIDGING GLOBAL AND REGIONAL/ NATIONAL ASSOCIATION COLLABORATION
In partnership with: International Congress and Convention Association (ICCA)
This session will focus on how international and regional/national associations can work together to foster meaningful partnerships, share resources and drive mutual growth. By aligning goals and leveraging each other's strengths, associations can enhance their influence, improve knowledge-sharing and address region-specific challenges within a global context. This collaborative approach not only strengthens individual associations but also elevates the entire sector, creating a unified voice on critical issues while expanding their reach and impact.
- **Dermot Ryan,** *Head of Association Engagement, International Congress and Convention Association (ICCA)*
- **Dr. Christina Gkitsaki,** *Congress Coordinator, International Association of Applied Linguistics (AILA)*
- **Dr Tamima Al Dughaishi,** *President, Oman Society of Obstetrics and Gynecology (OSOG)*
- **Karina Soraya Lance,** *Associate Vice President, Business Events, Dubai Economy and Tourism*
- **Anita Matthews,** *Project Director, World Energy Council*

KEY: TIME | MODERATOR | SPEAKER

14:30 - 15:15
ADVANCING CLIMATE ACTION IN BUSINESS TRAVEL
In partnership with: Global Business Travel Association (GBTA)
This session will help you identify where to focus your efforts, benchmark your own progress and understand evolving trends so that you can take meaningful steps to align your travel programmes with corporate Net Zero goals. Results from the first-ever GBTA global benchmarking initiative will be revealed to evaluate the current state of business travel programmes on their journey to meet corporate Net Zero targets by 2050. The GBTA's Sustainability Acceleration Challenge assessed emissions reduction efforts in corporate travel across all industry sectors.
- **Catherine Logan,** *Regional SVP - EMEA and APAC, GBTA*
- **Souhilla Taarabit,** *Group Head of Corporate Travel Services, Al Futtaim*
- **Raghu Viswanathan,** *Director eFuels - Supply Chain & Strategy, Smartenergy*
- **Stefan Gumuseli,** *General Manager India and Middle East , Air France KLM*

15:30 - 16:15
EMBRACING DIVERSITY, EQUITY AND INCLUSION: A GUIDE FOR GLOBAL ENGAGEMENT
In partnership with: MCI
The events industry thrives on bringing people together, making diversity, equity and inclusion (DEI) essential principles for success in a globalised world. By embedding DEI principles into every stage of event planning and execution, you can create experiences that are not only impactful and innovative but also equitable and inclusive for all. Don't miss out on this insightful session taking place on the Business Events Stage at ATM 2025.
- **Ajay Bhojwani,** *Managing Director, MCI Middle East*

16:30 - 17:00
TRANSFORMING VENUES INTO DESTINATIONS: HOW EXPO CITY DUBAI IS SETTING A NEW STANDARD FOR EVENT HOSTING
In partnership with: Expo City Dubai
- **Sholto Douglas-Home,** *Chief Marcomms & Sales Officer, Expo City Dubai*
- **Nadia Verjee,** *Executive Director, Expo City Dubai*



DAY 3 - WEDNESDAY 30TH APRIL



11:30 - 12:15
NET ZERO CARBON EMISSIONS: WHAT RESOURCES AND TOOLS CAN HELP EVENT INDUSTRY ORGANISATIONS TO ACHIEVE THIS?
For venues, event organisers and service providers taking on the daunting challenge of achieving net zero carbon emissions, there are a vast range of resources and tools available free from Net Zero Carbon Events and its partners. This session will share practical insights on how to use them effectively and real-world experiences from users of how valuable they can be.
- **Eman Al Madani,** *Head - Centre for Responsible Business (Manager - Responsible Business), Dubai Chambers*
- **Alexander Alles,** *Executive Director JMIC Joint Meetings Industry Council*
- **Anju Gomes,** *Regional Director for Middle East, ICCA*
- **Joseph Prakash,** *Director, Gulf Organisation for Research and Development (GoRD)*

12:30 - 13:15
EVENTS CAN REALLY CHANGE THE WORLD
This session will look at a case study on a homegrown event in Dubai and its impact on society.
- **Alexander John,** *Regional Director - Business Development, MCI Middle East*

13:30 - 14:15
THE BIG TICKET EVENTS: GLOBAL IMPACT AND LEARNINGS
Big Ticket Events offers a transformative travel experience by blending luxury, excitement and cultural immersion.
- **San Jeet,** *Director, DDP Publications Private Limited*
- **HE Khalid Jassim Al Midfa,** *Chairman, Sharjah Commerce and Tourism Development Authority*
- **Noor Ahmad Hamid Al-Khaja,** *CEO, Pacific Asia Travel Association*
- **Sebastien Doussin,** *Senior Vice President – Global Travel Services & Destination Management, Dnata*
- **Dev Karvat,** *Founder and CEO, Asego*



14:30 - 15:15
IBTM WORLD TRENDS REPORT: MIDDLE EAST
In partnership with: IBTM World
The Legendary IBTM World Trends Report comes to the Middle East. The IBTM World Trends Report is an exclusive report focusing on all the top meetings and events industry insights for the upcoming year.
- **Alistair Turner,** *Managing Director, EI8HT PR & Marketing*

15:30 - 16:15
USING EMOTION TO ENGAGE EVENT ATTENDEES
In this dynamic session, participants will explore the power of emotion in creating memorable, impactful event experiences. Attendees will learn how to tap into emotional triggers to capture attention, foster connection and drive action. that resonate on a deeper level.
- **James Morgan PhD,** *Principal Consultant, James Morgan Associates*

**The ATM 2025 Conference Programme is accurate at the time of publishing.*

The power of connectivity

The ATM 2025 show theme explores how seamless connections across borders, industries and communities are shaping the future of travel

Connectivity has long been at the heart of the travel industry, but in today's fast-evolving landscape, it has become more crucial than ever. From seamless journeys to integrated digital experiences, enhanced connectivity is redefining how people explore the world. Aptly chosen as this year's theme – *Global Travel: Developing Tomorrow's Tourism Through Enhanced Connectivity* – ATM spotlights how strengthened links across borders, industries and communities are driving the future of tourism.

DESTINATION FOCUS

Destinations around the world are adopting innovative strategies to strengthen links and create more seamless experiences for travellers. Ras Al Khaimah is a prime example, having seen a rise in visitor numbers following its efforts to improve destination connectivity and visibility.

Raki Phillips, CEO of Ras Al Khaimah Tourism Development Authority (RAKTDA), said: "The ongoing expansion of Ras Al Khaimah International Airport has been pivotal in boosting international tourist numbers. In 2024, the airport recorded 661,765 passengers, marking a 28.5 per cent year-on-year increase. This expansion includes accommodating larger aircraft and improving the overall visitor arrival experience."

Phillips highlighted that collaborations with airlines and charter operators have significantly driven visitor growth, with new direct flights from key cities in Poland, Uzbekistan, Romania, Russia and India.

To further enhance visibility, Ras Al Khaimah has prioritised strategic initiatives in key growth markets. For example, through collaborations with Huawei, Trip.com and prominent Chinese travel and social media platforms, Ras Al Khaimah has seen significant growth in this source market, with a 10 per cent increase in visitors from China in 2024.

"These steps are part of Ras Al Khaimah's broader ambition to attract 3.5 million visitors annually by 2030," explained Phillips. "Through investment in infrastructure, innovative transport solutions, impactful collaborations with tour operators, strategic marketing initiatives and partnerships, Ras Al Khaimah is making the emirate more accessible and connected than ever."


Dubai


Via Ferrata, Ras Al Khaimah


Anantara Bophut Koh Samui Resort

STRENGTHENING CONNECTIONS

Destination management companies (DMCs) are uniquely positioned to witness the evolution of connectivity in the travel sector. Samir Hamadeh, Founder & CEO of Elevate, said: "In our hyperconnected world, prioritising connectivity is crucial to delivering seamless experiences for guests. As traveller expectations shift and technology advances, strong connections between hotels, experiences and ground services are more important than ever for creating smooth journeys."

Building on this need for seamless connectivity, Hamadeh highlighted how regions like the Middle East and Indian Ocean are embracing these shifts, noting that the growing tourism infrastructure in these areas demands a more agile approach to destination management.

He explained: "The UAE, for example, has consistently invested in infrastructure and technology to create a seamless visitor journey, whether through state-of-the-art transport networks, integrated tourism platforms or strategic partnerships. These efforts have positioned the country as a leading destination that appeals to a broad range of tourists, from luxury travellers to those seeking unique cultural experiences."

Identifying key areas of growth, when it comes to enhancing connectivity in travel, Hamadeh added: "The demand for tailored and luxury travel is growing and our industry must expand and strengthen global networks to provide efficient and personalised services. As travellers demand more individualised experiences, stronger connectivity is essential to allow tourism businesses to tailor services based on personal preferences. By utilising AI and data analytics to understand customer behaviour, businesses can offer curated recommendations, from customised itineraries to exclusive experiences that align with each traveller's interests. Moreover, greater collaboration is necessary, ensuring destination management companies, tour operators and service providers work together to create luxurious and personalised experiences."

STREAMLINING JOURNEYS

With its promise to 'Reconnect a Better World', Dnata Travel Group Dnata Travel Group remains committed to delivering seamless experiences through investments in technology.

"Today's traveller seeks seamless systems, and search functions powered by AI are enabling simpler and smoother research for leisure and corporate travel bookings," said John Bevan, CEO of Dnata Travel Group. "On our side, we are investing in giving our customers choice through enhanced, seamless bookings online, over the phone or in-person."

Earlier this year, the group unveiled its new retail store at Dubai's Mall of the Emirates, offering customers a one-stop destination for all their travel needs.

Recognising the broader travel ecosystem, Dnata Travel Group continues to enhance connectivity across its operations to meet the evolving needs of airlines, destinations and travellers. The company is seamlessly integrated with a wide range of global airline partners via global distribution systems, low-cost carriers and direct new distribution capabilities. This connectivity is mirrored in the group's extensive network of partners, including thousands of accommodation providers, ensuring access to top-tier hotels and services worldwide.

Bevan continued: "Our Yalago business, one of the world's fastest-growing leisure accommodation wholesale specialists, is providing market-leading hotel rates and increased affordability for a growing number of international travel partners and their customers. Our digital B2B attractions marketplace, Priohub, is enabling a rising number of global partners and their travellers access to seamlessly book an unrivalled range of Dubai attractions and experiences from one place, in real-time, from anywhere in the world."

REDEFINING HOSPITALITY

In the hospitality landscape, connectivity plays a crucial role in linking people to destinations and experiences, integrating technology to offer a range of choices. Highlighting its efforts in this area, Amir Golbarg, Senior Vice President – Middle East & Africa at Minor Hotels, said: "At Minor Hotels, connectivity is at the heart of everything we do, integral to the ethos of each of our brands. Whether it's our luxury brand, Anantara Hotels, with its motto – Life is a journey – connecting guests to the world's most stunning destinations, or NH Collection Hotels, offering both business and leisure travellers the opportunity to immerse themselves in authentic cultural experiences, connectivity is at the heart of our mission to enhance the guest experience."


Cologne Cathedral, Germany

An integral aspect of connectivity in the tourism industry is offering travellers more choices. Through its partnership with Global Hotel Alliance (GHA), Minor Hotels provides access to over 45 hotel brands across more than 100 countries. Meanwhile, the Discovery loyalty programme further enriches the experience, offering exclusive benefits and unique local experiences.

As part of its commitment to providing more options for guests, Minor Hotels continues its ambitious global expansion. With a pipeline of more than 285 new hotels and nearly 47,000 keys over the next three years, the group is focused on diversifying its global market presence. This includes a strong emphasis on the Middle East & Africa, with 60 hotels slated for the region, across the Anantara and NH Collection brands.

A HOLISTIC APPROACH

Destinations are adopting multifaceted strategies to create seamless traveller experiences and Germany is at the forefront of this shift, developing a comprehensive system that enhances air connections, domestic transport, digital services and personalised experiences, with sustainability at the core of this approach.

"Seamless connectivity is the foundation of modern travel, shaping how destinations are accessed and experienced," said Yamina Sofo, Director of the Marketing & Sales Office – GNTO GCC. "For GCC travellers, Germany is more connected than ever, with over 215 direct weekly flights linking major hubs to the region. Once in Germany, an extensive high-speed rail network, integrated public transport and digital tools ensure effortless mobility."

> **"CONNECTIVITY PLAYS A CRUCIAL ROLE IN LINKING PEOPLE TO DESTINATIONS AND EXPERIENCES, INTEGRATING TECHNOLOGY TO OFFER A RANGE OF CHOICES**

The destination remains committed to making travel seamless, inclusive and sustainable. Sofo highlighted key initiatives, stating: "Investments in high-speed rail and eco-friendly transport make domestic travel more efficient, while the 'Tourism for All' campaign ensures accessibility for visitors of all abilities. Additionally, digital advancements, including multilingual platforms and AI-powered trip planning tools like Emma, further enhance the traveller experience."

Elevating its global appeal, Germany offers a diverse range of experiences tailored to an array of tastes – from immersive cultural programmes and luxury wellness retreats to family-friendly adventures – seamlessly connecting visitors with their interests.

Sofo said: "From the coastal landscapes of the north to the alpine beauty of the south, and from the dynamic cities of the west to the cultural gems of the east, Germany's diversity ensures a rich and varied experience. Whether visitors seek adventure, history, wellness or luxury, the country caters to all tastes. We continue to highlight immersive cultural experiences, breathtaking natural escapes and world-class wellness retreats while leveraging digital innovation for seamless trip planning."

Balancing seamless connectivity with sustainability remains a key priority as global travel demand grows. Germany is addressing this through significant investments in eco-friendly infrastructure, including high-speed electric trains, green airport initiatives and climate-conscious urban planning. Digitalisation is also playing a pivotal role, streamlining the traveller experience with smart planning tools and integrated transport networks.

"By combining sustainability with technological advancements, Germany is creating a future-ready travel ecosystem that meets the evolving expectations of international visitors while reducing its environmental footprint."

Dubai

Dubai Department of Economy and Tourism | ME1120, ME1150

Welcome to Dubai – an emirate where an ambitious futuristic vision and deep-rooted traditions converge to create a compelling tourism proposition unlike any other. Striking architectural marvels soar skyward, set against the backdrop of desert dunes on one side and the waters of the Arabian Gulf on the other.

It is hard to imagine that just a few decades ago, this global metropolis was a modest Bedouin settlement, where pearl diving and fishing formed the backbone of the economy. The discovery of oil, however, ushered in an era of transformation, reshaping Dubai into the world-class destination it is today.

Over the last few decades, Dubai has meticulously crafted a tourism experience that caters to every type of traveller, offering a wealth of options to suit all tastes, budgets and preferences. For the adventurous, there's the exhilarating opportunity to skydive over the world's largest manmade island, while nature enthusiasts can discover the tranquillity of the desert dunes and encounter indigenous wildlife within the Dubai Desert Conservation Reserve. Meanwhile, gourmet aficionados can savour everything from exquisite Michelin-starred fare to authentic local delicacies served at quaint eateries and hidden gems.

For culture buffs, Dubai's historic districts offer a deep dive into its rich heritage, while art connoisseurs can engage with world-class exhibitions and events at prestigious galleries. Shoppers can indulge in a seamless blend of luxury malls and traditional souks while luxury seekers will find their pace across Dubai's five-star beach resorts and indulgent spa experiences.

In every corner of the city, Dubai promises a unique and exceptional experience for all, made possible by continuous investment in world-class infrastructure and service.

With so much to offer, it is little wonder that the emirate surpasses its own tourism records year after year. Dubai welcomed 18.72 million international visitors from January to December last year, marking a nine per cent increase over the 17.15 million travellers in 2023. This new record, alongside the city's many other accomplishments, further cements Dubai's status as a premier destination for holidaymakers from all around the world.

> **DUBAI HAS METICULOUSLY CRAFTED A TOURISM EXPERIENCE THAT CATERS TO EVERY TYPE OF TRAVELLER, OFFERING A WEALTH OF OPTIONS TO SUIT ALL TASTES**


Dubai Frame

Seychelles

Tourism Seychelles | AS8450

With a coastline that can rival any island paradise on the planet, the Seychelles entices travellers with its sun-drenched landscapes. While it's tempting to sink your toes into the sands and let time slip away on one of its magnificent beaches, this archipelago has much more to offer than just seaside indulgence.

Carved from granite or born of coral, each of the Seychelles' 115 islands is a testament to Mother Nature's generosity. Scattered across the Indian Ocean off Africa's east coast, they are defined by brilliant waters teeming with creatures both big and small against a backdrop of swaying palms, surreal boulders and lush hills. It is little wonder that snorkelling and diving are among the most sought-after activities beyond the beach, while hiking through its rugged terrain is popular inland, thanks to rewarding views in every direction.

The largest island and entry point to the Seychelles, Mahé is home to the bustling capital of Victoria. Dotted with five-star resorts, it offers a wealth of activities across its beaches as well as hiking opportunities in the Morne Seychellois National Park.

Equally deserving of attention are the breathtaking islands of Praslin and La Digue, both of which lie just a short distance from Mahé and are must-visit destinations for those looking to immerse themselves in the true essence of the Seychelles.

Praslin, the country's second-largest island, can be accessed by a short domestic flight or boat ride. The journey itself is a spectacle, offering views of waters that shift through various shades of blue. The island is best known for the Vallée de Mai forest – a UNESCO World Heritage Site and one of only two places in the world where the endemic coco de mer grows wild. This tropical palm, which reaches up to 40 metres in height, is also found in Fond Ferdinand nature reserve, which offers glorious views over the island after a 600-step hike to its highest point.


Fond Ferdinand, Praslin


La Digue

> **CARVED FROM GRANITE OR BORN OF CORAL, EACH OF THE SEYCHELLES' 115 ISLANDS IS A TESTAMENT TO MOTHER NATURE'S GENEROSITY**

Travellers looking to slow down to the gentlest rhythm will find their pace in La Digue. Stepping foot on this laid-back island feels like taking a step back in time. It also offers a unique way of getting around – on an old-fashioned bicycle. As you pedal along the narrow roads, one bewitching bay greets you after another. But you'll hardly need to look beyond the stunning Anse Source d'Argent, one of the most photographed beaches in the world, thanks to its heavenly stretch of white sand, punctuated only by massive granite boulders that seem to belong to another world.

Thailand

Tourism Authority of Thailand | AS7510

For a country as diverse as this Southeast Asian kingdom, it's easy to see why travellers return time and again. When it comes to destination appeal, Thailand ticks all the boxes – and all on a shoestring.

Spanning more than 500,000 square kilometres, Thailand is dotted with ornate temples displaying figures of Buddha, ancient ruins that still pulse with memories of the past and traditional villages where friendly locals offer a warm welcome. Five-star venues promise barefoot luxury while hidden haunts offer a true taste of Thai cuisine. Moreover, with its idyllic islands, picture-perfect beaches and emerald jungles, Thailand is a paradise for every kind of traveller.

In the energetic capital, Bangkok, culture, chaos and cuisine meld seamlessly, presenting travellers with a vibrant tapestry of sights, sounds and flavours that capture the essence of this dynamic city. A gateway to the country, it also serves as the launching pad for several day trips to the surrounding areas, including floating markets in the south and national parks in the north.

Beach-goers will find themselves lured by the many coastal gems along the country's southern coast. Phuket remains a major draw, thanks to its top-tier stretches of sand that are ideal for daytime lounging and its night markets, where you can truly feel the beat of the destination. Then there's Koh Samui, Thailand's second-largest island and one of its most-visited spots, boasting soft sandy shores and turquoise waters teeming with vibrant marine life, making it the perfect spot for snorkelling, scuba diving and kayaking.

To the country's north, Chiang Mai is a great base from which to explore Thailand's natural wonders, from lush mountains to caves and waterfalls, alongside more than 300 temples steeped in history. From here, it's impossible to skip the apex of the country's far north – the famed Golden Triangle – where Thailand, Laos and Myanmar meet. Walking tours and mountain biking expeditions are great ways to explore the area, while travellers also prefer cruising along the Mekong or visiting one of the many elephant rehabilitation camps to feel a deeper connection to nature.

> **WHEN IT COMES TO DESTINATION APPEAL, THAILAND TICKS ALL THE BOXES**


Wat Rong Khun, Chiang Rai

Nepal

Nepal Tourism Board | AS7285


Durbar Square, Kathmandu

A gateway to the Himalayas and one of the world's most captivating destinations, Nepal is a land of soaring peaks, sacred landmarks golden temples, storied villages and ancient traditions. Though best known as a trekker's paradise, the country offers far more than mountain trails. From high-altitude adventures to profound cultural immersion, every journey through Nepal unfolds like a story waiting to be told.

Although modest in size, Nepal is vast in its offerings. While the country's peaks are its most famous attraction, its diversity extends far beyond the mountains. Historic towns whisper tales of dynasties past, sacred sites draw pilgrims from across the globe and lush jungles teem with rare wildlife. From its tea fields to its rhino-inhabited plains, Nepal's landscapes shift dramatically, offering experiences as varied as its terrain.

More than just Nepal's capital, Kathmandu is its cultural heartbeat, boasting a blend of history, spirituality and vibrant city life. Here, ancient temples and shrines rise amidst bustling streets and the echoes of centuries-old traditions mix with the hum of modernity. A journey through this city takes travellers through the likes of Durbar Square, where intricate palaces and courtyards tell tales of former kings. Meanwhile, the lively district of Thamel brims with mountaineers swapping stories over steaming cups of tea.

For many, Nepal is synonymous with the world's highest peak and rightly so. While Everest Base Camp and its summit remain a bucket-list adventure, the country offers a wealth of lesser-known yet equally spectacular trails. The Annapurna Circuit provides a dramatic contrast of landscapes, from subtropical forests to high-altitude deserts, while the Langtang Valley rewards hikers with close-up Himalayan views and authentic culture.

Kathmandu itself offers remarkable hiking opportunities, with the surrounding valley dotted with scenic trails leading to ancient monasteries and charming hillside villages. From short day hikes to multi-day excursions, outdoor enthusiasts will find endless opportunities to explore.

Notably, Nepal is emerging as a key player in female adventure tourism, with initiatives such as free trekking and guiding training for women empowering a new wave of explorers to experience the country's rugged beauty.

> **WHILE THE COUNTRY'S PEAKS ARE ITS MOST FAMOUS ATTRACTION, ITS DIVERSITY EXTENDS FAR BEYOND THE MOUNTAINS**

What the exhibitors say...

A selection of exhibitors share their goals and ambitions for this year's show



Stand: **HC2110**

Mellissa Pitt-Chalmers
VP Global Sales, EMEA
Marriott International

"Marriott International has a long-standing relationship with Arabian Travel Market, which has positioned itself as one of the best industry events for travel and tourism. It's an opportunity to interact with valued customers from across the GCC and to showcase our brands and our award-winning loyalty programme, Marriott Bonvoy. We have an incredible stand with almost 100 Marriott properties joining us from around the globe. I'm very excited about connecting with our most important customers.



Stand: **MI06**

Eng. Said Al Shanfari
Chief Executive Officer
Oman Convention & Exhibition Centre

"The Oman Convention & Exhibition Centre team is ready to showcase our state-of-the-art venue at ATM. This event offers unparalleled networking opportunities, allowing us to connect with association buyers and event professionals while promoting Oman as a top destination. With world-class facilities, strategic infrastructure and breathtaking landscapes, Oman is ready to host prestigious global events. Discover the potential of this remarkable destination and explore a place that connects you to what truly matters.



Stand: **ME1120**

Samir Hamadeh
Founder & CEO
Elevate

"At ATM 2025, Elevate aims to strengthen partnerships, showcase innovations and highlight a year of remarkable growth. We expanded with new offices in Thailand, Saudi Arabia and Qatar, launched GoElevate and CONNECT Business Events, and grew our cruise portfolio. We also achieved a 54 per cent year-on-year revenue increase and a 22 per cent rise in our client portfolio compared to 2023. Additionally, Elevate has won the prestigious 'Best Places to Work in the UAE' award by WorkL and Khaleej Times, marking a significant milestone in our journey.



Stand: **HC2230**

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

"I'm excited about how this year's theme explores the role of connectivity in shaping the future of global travel. As we navigate industry growth and evolving customer needs, connectivity is more crucial than ever. We're embracing this shift through digital innovation and sustainable practices that drive growth and enhance the guest experience. I look forward to engaging with like-minded professionals, learning how increased connectivity can redefine tourism and collaborating to build a more sustainable, connected future for travel worldwide.



Stand: **TT3432**

Mark Melzack
Global Head of Sales
CodeGen

"We have exhibited at ATM for several years and it is a key event on our calendar. The region is incredibly important to us as we have a strong and growing client base here, with Dubai continuing to position itself as a global hub for the travel industry. Our goal is to forge new connections, strengthen relationships with our existing clients and explore emerging industry trends. As a global leader in travel technology, we are committed to supporting our partners with innovative solutions while staying at the forefront of the evolving travel landscape. This event provides the perfect platform to showcase our expertise.



Stands: **ME0820, ME0850**

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

"ATM is an invaluable platform for us to engage with industry leaders and position Ras Al Khaimah among the region's fastest-growing destinations. This year, our focus is on strengthening partnerships, expanding air connectivity and championing responsible and inclusive tourism to solidify Ras Al Khaimah as a destination of the future. We will also highlight our luxury hospitality projects and emphasise how sustainability and cultural preservation are at the core of our strategy.



Stand: **AM0600**

Kyle C. Gittens
Director of Emerging Markets
Barbados Tourism Marketing Inc.

"At this year's Arabian Travel Market, Barbados Tourism Marketing Inc. is excited to showcase the island's unique cultural immersion offerings tailored specifically for GCC travellers. Known as the Gem of the Caribbean, Barbados offers a rich tapestry of history, vibrant traditions and world-renowned cuisine, making it a premier long-haul destination. ATM provides a valuable opportunity to introduce these offerings and position Barbados as an ideal getaway for those seeking culture, luxury and authentic Caribbean experiences.



Stand: **HC2310**

Philip Barnes
Chief Executive Officer
Rotana Hotel Management Corporation

"At Rotana, we are at a pivotal moment of transformation. ATM is a fantastic opportunity for us to share our journey – expanding into new markets, announcing key developments and unveiling exciting global partnerships. We're embracing innovation across IT and operations while elevating our brand presence to reflect the excellence and forward-thinking vision of our hotels. This year, we look forward to meaningful conversations, exchanging ideas and strengthening connections that will shape the future of hospitality.

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20 - 23 OCT/25
Palais des Festivals et del Congrès, Cannes, France

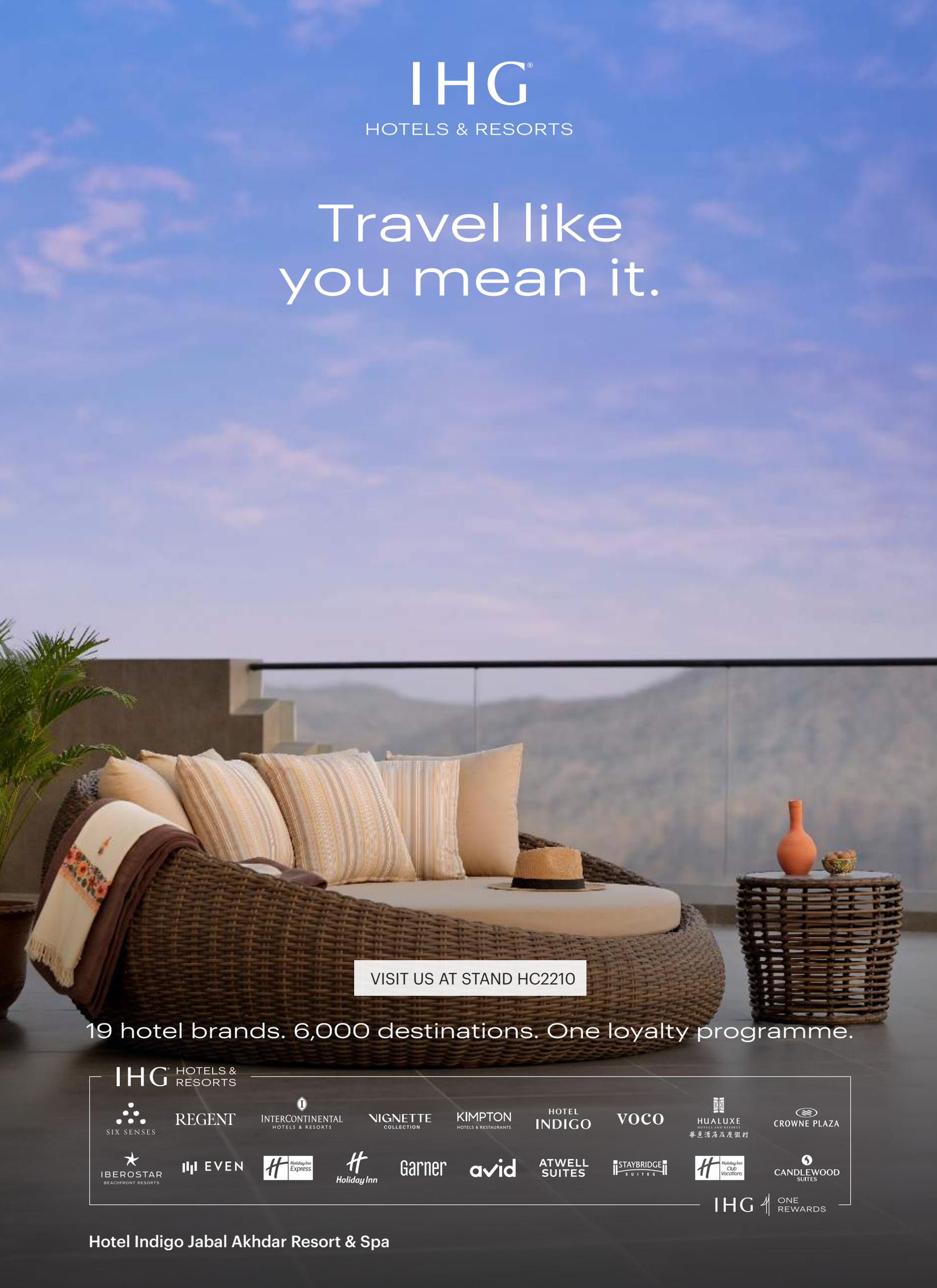
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