

# Arabian Travel Market to shine spotlight on the future of international travel and tourism

Arabian Travel Market (ATM) 2022 is ready to welcome the world to the UAE from Monday, 9 to Thursday, 12 May, playing host to 1,500 exhibitors, representatives from 112 global destinations, and an anticipated 20,000 attendees. The live show will be followed by ATM Virtual, which will run from Tuesday 17 to Wednesday 18 May.



From left to right: Mark Kirby, Head of Hospitality, Ennair Hospitality Group; Issam Abdul Rahim Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing, DET; Kerry Prince, Chief Growth Officer, RX; Danielle Curtis, Exhibition Director for the Middle East, Arabian Travel Market; Adnan Kazim, COO, Emirates.

Taking place at Dubai World Trade Centre (DWTC) in collaboration with Dubai's Department of Economy and Tourism (DET), the 29th edition of ATM will form part of the UAE's annual Arabian Travel Week.



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In keeping with this year's theme of 'The future of international travel and tourism', ATM 2022 will feature a huge selection of sessions and events, enabling industry professionals from around the world to discuss current trends and explore long-term opportunities within the fields of travel, transportation, tourism, hospitality, events, attractions and more.

Kerry Prince, chief growth officer, RX says: "Business travel expenditure in the Middle East is forecast to rise by 32% this year, according to the World Travel & Tourism Council (WTTC) and these figures underscore the positive sentiment, that we've experienced throughout the region.

"This naturally bodes well for yet another successful edition of ATM, providing a catalyst to put our industry firmly on the path to a robust and sustainable recovery, alongside our partners the DET and of course the DWTC."

The show floor at this year's edition will be over 85% larger than that of ATM 2021. This growth is thanks to the expansion of several sectors- and region-specific zones, including travel tech (380%); hotels (71%); the Middle East (57%); Africa (56%); Asia (50%); and Europe (49%).

## Enhancing international travel

Issam Kazim, chief executive officer of Dubai Corporation for Tourism and Commerce Marketing (Dubai Tourism) comments: "Dubai's Department of Economy and Tourism is pleased to be part of this significant fixture in the global tourism calendar, and is looking forward to discussing and exploring opportunities for sustainable growth, in line with the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, vice president and prime minister of the UAE, and Ruler of Dubai to make Dubai the most visited destination and the best city in the world to live and work in.

"Since reopening to the global market in July 2020, Dubai has never looked back. We have been able to build on this momentum year on year, leading to a hugely successful Expo 2020 Dubai. And ATM comes at a time when the rest of the world wants to be a part of this remarkable journey with Dubai. As the host city, we welcome our industry partners and travel and tourism professionals to this vibrant networking environment to share experiences, insights and best practices to reinvigorate tourism growth in a post-pandemic world.

"With Dubai continuing to lead the recovery of the international business events sector, it is also important that we recognise the steadfast support of all our stakeholders and partners, which has helped further enhance the trust that international travellers have placed in the city as a global destination that is open, safe and accessible."

Danielle Curtis, exhibition director ME – Arabian Travel Market, says: "ATM 2022 will see a diverse range of industry leaders take to the stage, offering expert insights on trends, challenges and opportunities from across our sector.

"Our opening session, for instance, which will be moderated by CNN's Eleni Giokos, will feature Issam Kazim, chief executive officer of Dubai Corporation for Tourism and Commerce Marketing; Scott Livermore, chief economist at Oxford Economics; and Jochem-Jan Sleiffer, President – Middle East, Africa and Turkey at Hilton."



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One of many show highlights, the revamped and rebranded ATM Travel Tech event, previously called Travel Forward, has undergone a year-on-year expansion of almost 400%. In addition to the latest travel technology products and services, the ATM Travel Tech Stage will host a series of seminars, debates and presentations focused on the long-term trajectory of tourism in the Middle East.

"As a globally recognised tech hub, Dubai offers an unparalleled environment for entrepreneurs and start-ups working to

drive advancements within travel, tourism and hospitality," said Curtis. "Indeed, the effective development and implementation of technology is essential to our industry's day-to-day operations as well as its long-term sustainability and success.

"It's for this reason that ATM 2022 is teaming up with AladdinB2B and Draper Associates. Together, we aim to help incubate a new generation of industry innovation," she continues. "By capitalising on the Middle East's status as an innovation hub and taking advantage of the region's ongoing start-up phenomenon, we believe ATM 2022 will act as a much-needed incubator for future tech and innovation."

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