

ATM 2023 to host 2,000 exhibitors from 150 countries, 34,000 attendees to Dubai

- A Monitor Desk Report

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Dhaka: Arabian Travel Market (ATM) 2023 is ready to welcome the global travel, tourism and hospitality community to the UAE from May 1 to May 4. The 30th edition of the show will host over 2,000 exhibitors, representatives from more than 150 countries and an anticipated 34,000 attendees.

Taking place at Dubai World Trade Centre (DWTC) in collaboration with the emirate's Department of Economy and Tourism (DET), this year's conference will once again form a central component of the UAE's annual Arabian Travel Week.

In line with its theme, 'Working Towards Net Zero', ATM 2023 will provide a forum in which participants can forge new connections, share knowledge and showcase innovations with the potential to expedite the global travel sector's journey towards decarbonisation.

On the occasion, Vasyl Zhygalo, Managing Director of RX Middle East and

Portfolio Director of WTM, IBTM and RX, said, “Following the very successful WTM Africa and WTM Latin America earlier this spring it is great to now see the international travel community engage with Arabian Travel Market. We’ve seen a robust increase in exhibitor growth across all show areas and it’s exciting to be able to welcome back our Chinese colleagues after remaining covid restrictions were lifted in the region.”

Danielle Curtis, Exhibition Director ME, Arabian Travel Market, added, “Our opening session, for instance, will see policymakers take to the ATM Global Stage for a ministerial debate on how travel can tackle the climate crisis. Moderated by CNN’s Eleni Giokos, this panel will see Abdulla Bin Touq Al Marri, UAE Minister of Economy; Makram Mustafa Abdul Karim Al-Qaisi, Minister of Tourism and Antiquities, Jordan; Minister of Tourism Eng Walid Nassar, Minister of Tourism, Lebanon; and Sukit Mohanty, Chief of the UNDRR for Arab States; come together to explore the ways in which our industry is working towards net zero.”

Exhibitor participation in ATM 2023 has risen by 27 per cent compared to last year’s event, with growth registered across all show sectors. These include regional upticks for the Middle East, representation for which will be 24 per cent larger than in 2022, Europe (17 per cent larger), Asia (15 per cent larger) and Africa (8.5 per cent larger). The event’s Travel Tech and hotels sectors have also witnessed sizeable year-on-year growth, expanding by 62 per cent and 37.5 per cent, respectively.

The 30th edition of ATM will take place as part of Arabian Travel Week, a festival of events dedicated to enabling industry professionals from all over the world to collaborate and capitalise on market opportunities through exhibitions, conferences, breakfast briefings, awards, product launches and networking events.

ATM 2023’s strategic partners include Dubai’s Department of Economy and Tourism (DET) as the Destination Partner, Emirates as the Official Airline Partner, IHG Hotels and Resorts as the Official Hotel Partner and Al Rais Travel as the Official DMC Partner.

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