

Emirates to support boost tourism in Abu Dhabi

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Dubai: Emirates and the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi), have signed a Memorandum of Understanding (MoU) to boost tourist numbers across the airline’s global network.

Adnan Kazim, Emirates’ Chief Commercial Officer and Saleh Mohamed Al Geziry, Director General for Tourism, at DCT Abu Dhabi signed the MoU at Arabian Travel Market.

Under the MoU, Emirates and DCT Abu Dhabi will work closely to explore and implement promotional activities as well as bespoke packages for tour operators and the wider travel trade in key markets across the airline’s network to encourage visits to Abu Dhabi as part of their overall UAE holiday. The two partners will also collaborate on advertising and cross promotional marketing campaigns, familiarisation programmes for travel trade and media, as well as promotional competitions.

Tourism is one of the key pillars of the UAE Economy. It also plays a large role in the diversification of the country’s economy. In 2021, the Emirates Tourism Council was formed to strengthen the UAE’s tourism portfolio, through collaboration across all local tourism authorities and departments in the emirates. The UAE’s tourism sector

is expected to contribute to 5.4% of the nation's total GDP, or USD 31.6 billion and is forecasted to support over 1 million jobs by 2027.