

PATA Annual Summit 2022 to bring global travel leaders to UAE

- A Monitor Desk Report

Date: 15 December, 2021



Dhaka: The Pacific Asia Travel Association (PATA) announces the next PATA Annual Summit will be held live and in-person from March 22-25, 2022 in Ras Al Khaimah, the northern most Emirate in the United Arab Emirates.

The event will be the first time that the not-for-profit travel trade association, which serves government, tourism offices, hotels, airlines and other travel-related companies with interests in the Asia Pacific region, will host its Annual Summit in West Asia.

Hosted by Ras Al Khaimah Tourism Development Authority (RAKTDA), the four-day event will lead a global forum on sustainable growth and the value and quality of tourism today, bringing together international thought leaders, industry shapers and senior decision-makers who are invested in driving tourism to, from and within the Asia Pacific region.

Comprising of a conference elements, experiential networking sessions, the PATA Executive Board and Board Meeting, and Annual General Meeting, the four-day Summit will be hosted in various locations across the Emirate, including the Waldorf Astoria Ras Al Khaimah, The Ritz-Carlton Al Wadi Desert and Al Hamra International Exhibition and Conference Center.

Exploring the theme 'Reconnecting the World', the programme will provide a platform for

PATA's public and private sector members and partners to convene on critical industry topics, including destination recovery strategies, sustainability and resilience, human capital development and innovation.

Additionally, PATA delegates will visit Expo 2020 to gain insight on the sustainability, innovation and design best practices around the world, including PATA Destination Members' pavilions.

Considered as the fastest growing destination in the Middle East, Ras Al Khaimah set a global benchmark by being the first city in the world to be certified safe by the 'SafeGuard Label' from Bureau Veritas and the 'Safe Travels Stamp' from the World Travel and Tourism Council. It was also named the 'Gulf Tourism Capital' for both 2020 and 2021 by the Gulf Cooperation Council.

With over 7,000 years of fascinating history, traditions and culture, Ras Al Khaimah promises an authentic and easily accessible Arabian experience. A haven of year-round sunshine, the Emirate features pristine beaches, lush mangroves and terracotta dunes, as well as fertile, green oases and the dramatic, awe-inspiring vistas of the majestic Hajar mountains.

From cultural escapes to eco-tourism and adrenaline-fueled adventures to beach retreats, Ras Al Khaimah caters to a full suite of travellers. The unique natural beauty of the Emirate, combined with its world-class tourism infrastructure and portfolio of global hospitality brands, makes it the perfect destination for both leisure and adventure travel as well as for business travellers.