

Dubai hosting world's first in-person tourism event following pandemic

A Monitor Report

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Dubai : Dubai is hosting Arabian Travel Market (ATM) 2021, the largest in-person travel and tourism event in the world, the first of its kind, since the coronavirus pandemic.

Now in its 28th year, ATM 2021 is running at the Dubai World Trade Centre (DWTC) from May 16-19, as final.

"The theme of this year's show is 'A new dawn for travel and tourism' and the spotlight is focused on the very latest 'Covid' news from around the world - vaccine rollouts, the current state of the industry and more importantly, what the future holds," said Claude Blanc, Portfolio Director, WTM and IBTM Portfolios.

ATM 2021 features 67 conference sessions with over 145 local, regional and international speakers overall. Onsite, there is a global stage which includes a hotel industry summit, dedicated buyer forums for Saudi Arabia and China, an International Tourism and Investment Conference (ITIC), as well as an aviation panel and a special session on Gulf-Israeli ties.

Other features this year include Travel Forward at ATM, which has world-class

technology experts, providing industry-leading insights about the latest technologies and trends that will undoubtedly shape the future of travel and tourism.

A total of 62 countries are being represented on the exhibition floor this year such as the UAE, Saudi Arabia, Israel, Germany, Cyprus, Egypt, Indonesia, Malaysia, South Korea, the Maldives, the Philippines, Thailand, Mexico and the US.

ATM 2021 is being held at the Dubai World Trade Centre, spread across nine halls.

Consistent with the existing density restrictions and social distancing guidelines and regulations, there can be 11,000 people in the halls at any given time.

This year, for the first time in ATM history, it has a new hybrid format, meaning a virtual ATM running a week later to complement and reach a wider audience than ever before. ATM Virtual, which made its debut last year, proved to be a resounding success attracting 12,000 online attendees from 140 countries.