

# ATM TRAVEL TECH

## A CO-LOCATED SHOW WITH ARABIAN TRAVEL MARKET

4 MAY – 7 MAY 2026 | DWTC – DUBAI

RX

 **arabian**  
travel market®  
المعرض العربي TRAVEL TECH



# Why The Focus On **ATM Travel Tech**

## Travel Tech

### **ATM Travel Tech Then**

Support system behind airlines, hotels, and destinations.

Incremental tools for booking, back-office, and distribution.

A feature inside the wider travel industry conversation.

### **ATM Travel Tech Now**

The operating system of travel — powering every journey, every touchpoint.

Driving disruptive change through AI, immersive commerce, fintech, robotics, green tech.

The framework shaping competitiveness, investment, and expectations.

Too big, too fast, too central to remain “just a feature” — it now demands its own stage

### **Why It Matters**

Industry Giants airlines, hotels, OTAs, destinations investing billions.

Innovators & Disruptors start-ups, fintechs, AI pioneers using travel as a test bed.

Buyers & Decision-Makers operators, TMCs, corporates demanding smarter solutions.

Investors & Policymakers VCs, accelerators, governments seeing tech.

# Size Of The Market

Global Travel & Tourism Industry

**\$10.9T**

Current Size Of The Market

**\$15.9T**

Market Forecast 2025 - 2034

**~45%**

Growth Over Next Decade

Global Travel Tech Industry

**\$15.5B**

Current Size Of The Market

**\$23.9B**

Market Forecast 2025 - 2034

**~55%**

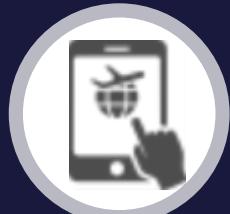
Growth Over Next Decade

# Welcome To **ATM Travel Tech:** A Co-located Show



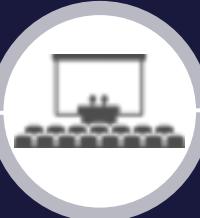
ATM Travel Tech is the premier co-located event alongside Arabian Travel Market – the only event that brings together the full global travel ecosystem.

**Arabian Travel Market** is composed of 15 halls featuring specific categories at Dubai World Trade Centre.



A show within a show, ATM Travel Tech brings together the full global travel tech ecosystem. From GDS, to online booking and reservation systems, CRM platforms, Travel Management Software (TMS) and more.

**ATM Travel tech is where The future of the industry Is on display.**



Located at the heart of ATM Travel Tech is the immersive 850m<sup>2</sup> **Tech & Innovation Hub**, offering a first-hand look at frontier innovations — from AI and predictive analytics, immersive AR/VR experiences and robotics and future mobility, to fintech and green tech, event technology and the startups transforming how journeys are envisioned, booked and experienced.

**Future Stage** is a 250-seat conference arena that hosts global futurists, entrepreneurs and technology leaders. This is supported by a networking lounge enabling high-value connections

**A showcase of emerging futuristic technology solutions, the Hub is a not to be missed part of ATM Travel Tech.**

**ATM Travel Tech and the Tech & Innovation Hub are where innovative products, alongside transformative ideas and partnerships, come together to shape the future of travel through 2040 and beyond.**

# ATM: The Pinnacle **Global Fusion** Of MENASA's Travel & Tourism Ecosystem

## The ATM Segments

-  Destination
-  Transportation
-  Accommodation
-  Business Events (MICE)
-  Tours, Attractions and Activities
-  Technology - The Focus of ATM Travel Tech

If your business or innovation delivers solutions in these technology categories, you belong at ATM Travel Tech 2026.

## ATM Travel Tech Segments

### ATM Travel Tech

Core Travel Tech Segments: Today's essential systems powering the global travel industry.

-  Global Distribution Systems (GDS)
-  Online Booking & Reservation Systems
-  CRM & Guest Experience Platforms
-  Travel Management Software (TMS)
-  Mobile Travel Apps & Super Apps
-  Connectivity & Cybersecurity

### Tech & Innovation Hub

Frontier Innovation: Disruptive technologies shaping travel to 2040 and beyond.

-  AI & Predictive Analytics
-  Immersive Tech (AR/VR/Metaverse)
-  Green Tech
-  Event Tech
-  Fintech & Payment Solutions
-  Startups & Disruptors

## What Is ATM Travel Tech?

## Why Travel Tech Matters For Your Business?

# Strategic Role of ATM Travel Tech

### A Global Hub

ATM Travel Tech is the full breadth of the Tech & Innovation supply chain for the Travel Industry.

### Dual Marketplace

Enterprise buyers source core systems while innovators, investors and policymakers accelerate frontier tech adoption.

### A Catalyst for Outcomes

From pilots to integrations to contracts – this is where partnerships convert into measurable progress.

### Thought Leadership at Scale

The Future stage where futurists and innovators share visionary ideas shaping innovation and future-focused collaboration on a global platform.

### Tech & Innovation Hub

Innovation display with augmented experience across AI, XR, Robotics, fintech and green tech.

### Increased Efficiency

Technology automates processes like bookings, payments, and customer service creating better focus, efficiency and profitability for your business.

### Expanded Global Reach

Online platforms allow your businesses to reach and serve international markets better.

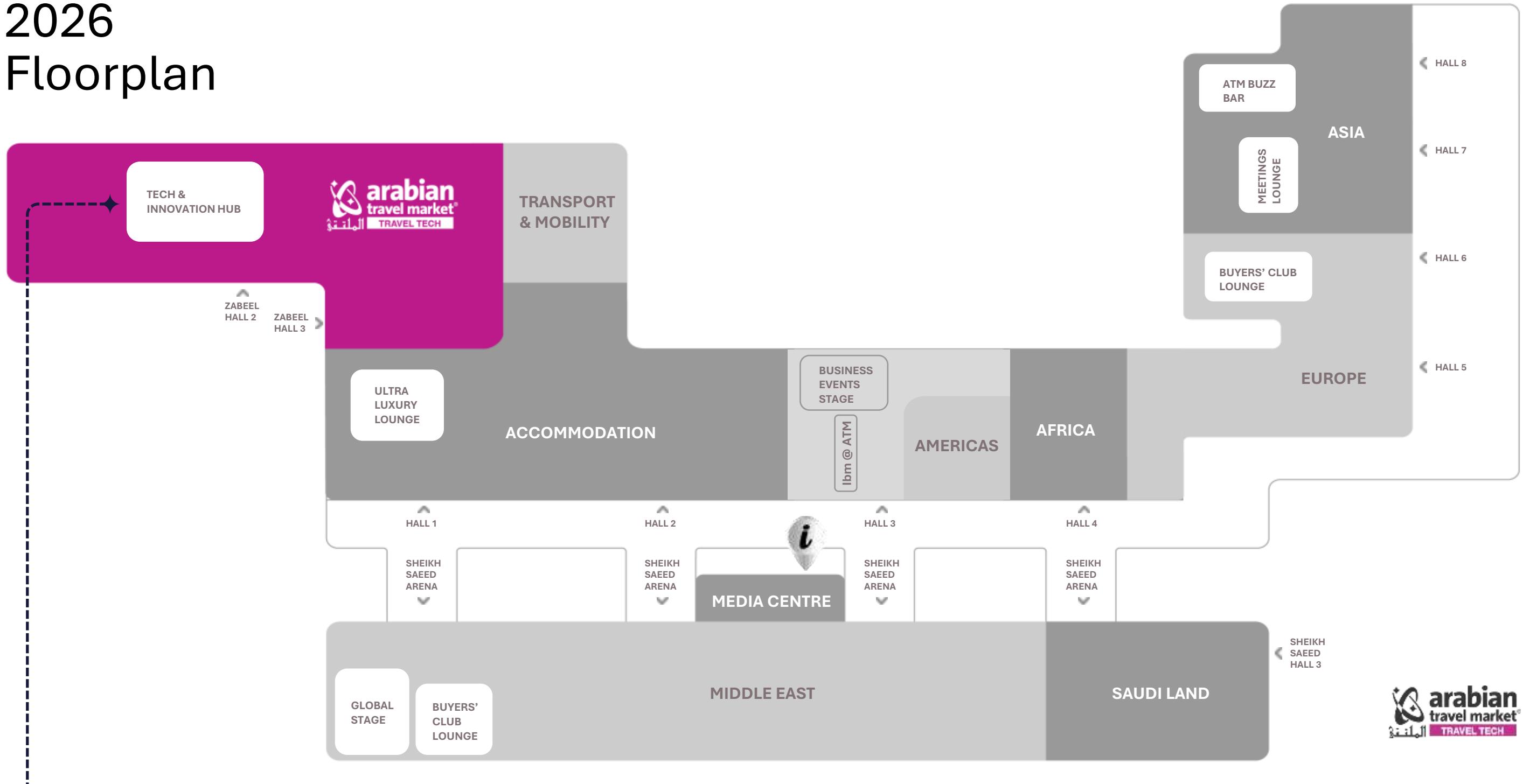
### Data-Driven Insights

Technology provides real-time data and monitoring to help you make informed decisions to improve your operations.

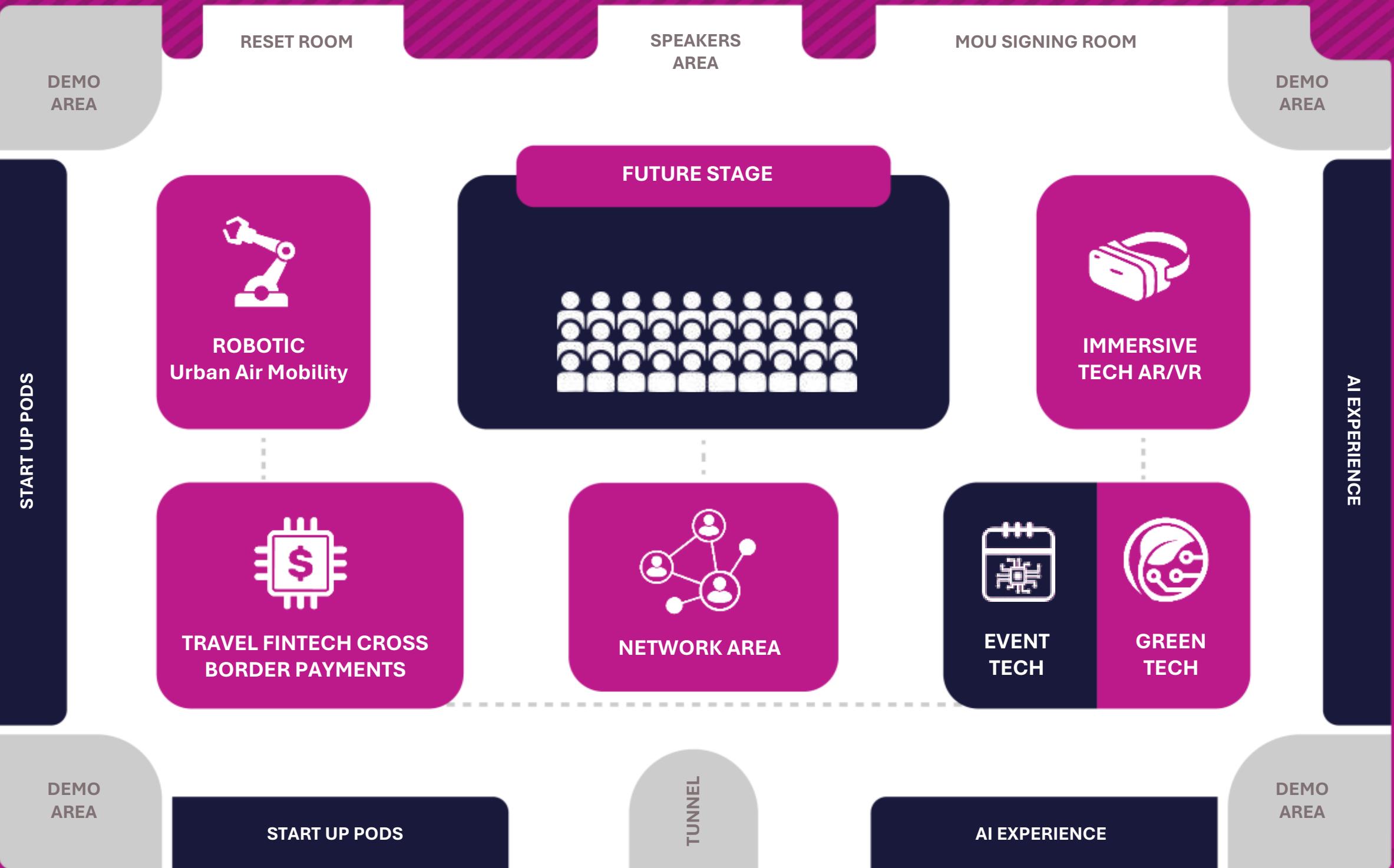
### Competitive Advantage

Keeping up with technological advancements is essential to stay competitive and meet evolving customer expectations in the travel industry.

# ATM 2026 Floorplan



# Tech & Innovation Hub



# Tech & Innovation Hub: The Beating Heart Of **ATM Travel Tech**

**The Tech & Innovation Hub is where every senior buyer, exhibitor and media outlet comes to see what's next. By exhibiting here, you're not just on the show floor – you're in the spotlight.**

## The Future Stage (Thought Leadership)

A dedicated 250-seat theatre anchoring The Hub. Host to global futurists, entrepreneurs, and tech leaders. Leverage opportunities to present, participate in panels and showcase your innovation to an audience of buyers, partners and press.

## Innovation Zones

A showcase of solutions across the frontier innovation verticals — AI & predictive analytics, immersive AR/VR, robotics and future mobility, fintech and green tech, event technology and startups driving disruption. With flexible plug-and-play packages, you can add your brand and position yourself directly in front of the buyers shaping the future of travel.

## Tech and Innovation Hub

(Located within ATM Travel Tech in Zabeel Halls 2 & 3)

Dedicated space at the heart of ATM Travel Tech. An immersive hub showcasing cutting-edge solutions transforming travel.

## Demo

An interactive space where exhibitors can introduce and help potential customers understand how their product works and its capabilities to help improve operations.

## Start-Up Exhibitor Showcase

A dedicated platform for emerging innovators to display solutions reshaping travel and tourism — brought to life on the Future Stage.

# ATM 2025: Our Impact At A Glance

**55,000+**

Total attendees from 166 countries

**57,800+**

Confirmed meetings delivering  
\$2.5 billion in industry deals

**37,000+**

Trade visitors &  
Buyers' Club members

**1,200+**

Media representatives  
covering ATM worldwide

**185**

ATM Travel Tech exhibitors

**6,600+**

Buyers, including  
200+ hosted buyers

**2,800+**

Exhibiting companies  
across all sectors of travel

**17%**

Year - on - year  
attendance growth

ATM is the marketplace where  
the global travel ecosystem  
and value chain connect  
and where Travel Tech has  
its own dedicated show.

# Why Exhibit At ATM Travel Tech 2026?

## ATM Travel Tech The Region's Most Powerful Event for Travel Technology

ATM Travel Tech is where travel's digital future takes centre stage. It gives you direct access to qualified buyers, senior tech decision-makers, and budget holders across every segment of the global travel ecosystem.

**Exhibiting at ATM Travel Tech means you can:**

**Accelerate deal flow** with high-intent buyers actively sourcing tech solutions.

**Position your brand** as a global leader in innovation and transformation.

**Showcase live demos** and product launches in an environment built for discovery.

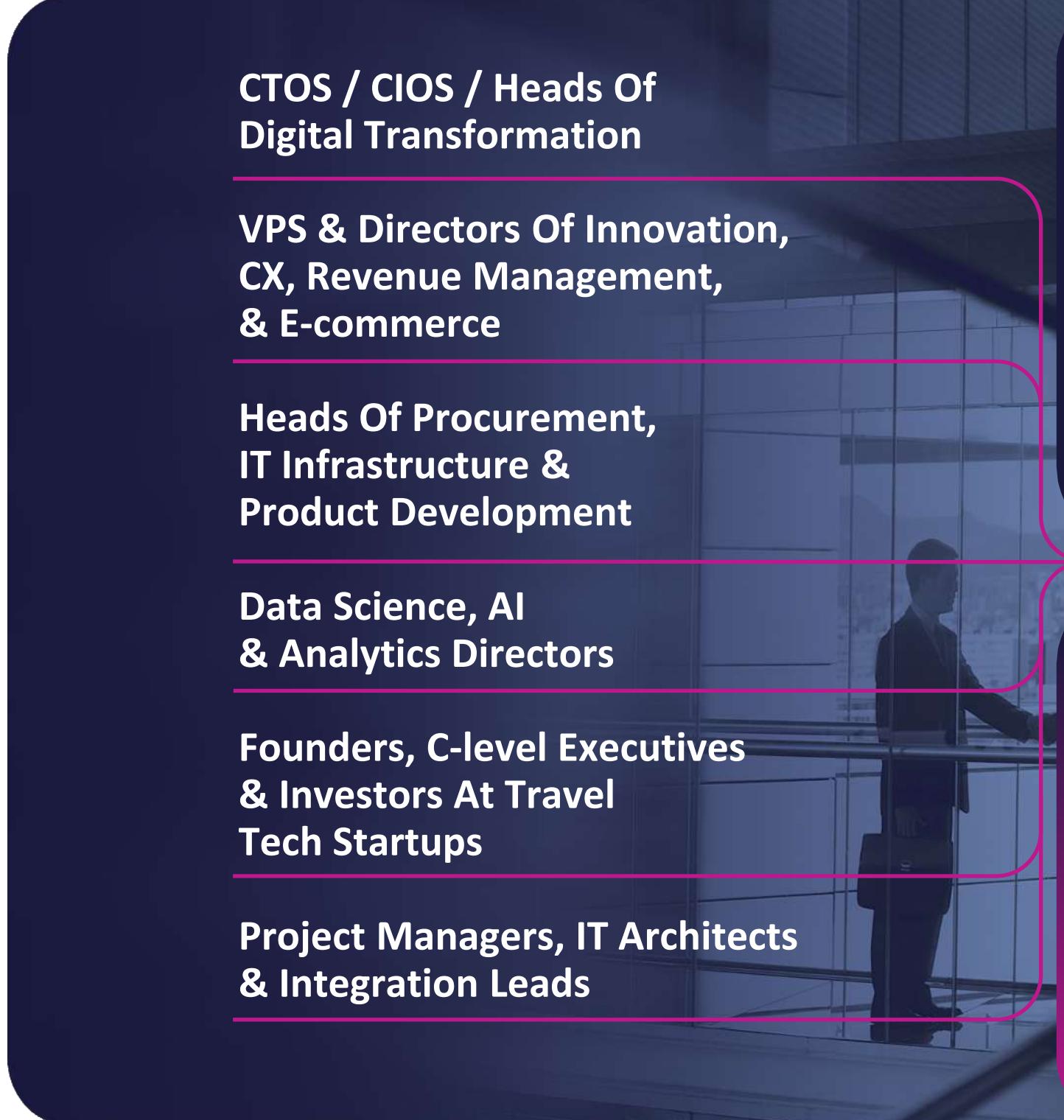
**Meet the right people** – procurement, innovation, digital, data, operations, CX.

**Tap into new markets** across the Middle East, Africa, Asia and beyond.

**Gain visibility** across ATM's full media, content, digital and on-site platforms.

**Exhibiting here isn't just about visibility. It's about ROI. It's where you turn conversations into contracts.**

# As an Exhibitor, **Meet the Decision- Makers** Driving Travel Tech Forward



**CTOS / CIOS / Heads Of  
Digital Transformation**

**VPS & Directors Of Innovation,  
CX, Revenue Management,  
& E-commerce**

**Heads Of Procurement,  
IT Infrastructure &  
Product Development**

**Data Science, AI  
& Analytics Directors**

**Founders, C-level Executives  
& Investors At Travel  
Tech Startups**

**Project Managers, IT Architects  
& Integration Leads**

## **Why the Industry's Leading Buyers Choose ATM Travel Tech**

Source next-gen travel tech  
solutions and platform partners.

Benchmark digital and commercial  
transformation strategies.

Discover breakthrough innovations  
from emerging startups.

Identify scalable tech for operations,  
CX and distribution.

Build long-term strategic alliances  
with tech partners.

Explore investment and acquisition  
opportunities.

# Who Are The Buyers At ATM Travel Tech & What Are They Sourcing

ATM Travel Tech benefits from the full travel eco-system of ATM.

## Core Travel Tech Buyers



**Airlines & Airports Sourcing:** Distribution & GDS, AI & predictive analytics, biometrics & automation, payment solutions, mobile apps, cybersecurity.



**Hotels & Resorts Sourcing:** Reservation systems, CRM & personalization, guest tech, smart energy solutions, contactless payments, VR/AR previews.



**OTAS & TMCS Sourcing:** Booking engines, connectivity APIs, payment & fraud solutions, AI for personalization & reporting, mobile platforms.



**Attractions & Experiences Sourcing:** Online booking & ticketing, queue management, CRM, VR/AR visitor experiences, cashless payments, visitor analytics.



**Tourism Boards & Destinations Sourcing:** CRM & engagement platforms, data analytics, mobile destination apps, AI for visitor flows, VR/AR destination previews, integrated mobility solutions.



**Venues & Business Events (MICE) Organisers Sourcing:** Event management software, registration & matchmaking, attendee analytics, mobile apps, payment solutions, VR/AR event tech.

## Next-Gen Innovation Buyers

(Stakeholders driving disruption, investment and adoption towards 2040.)



### Investors & Venture Capitalists

Backing scalable startups and transformative technologies.



### Regulators & Policy Leaders

Shaping frameworks for digital identity, cybersecurity and sustainability.



### Startups & Disruptors

Introducing breakthrough AI, XR, robotics, fintech and mobility solutions.



### Futurists, Media & Thought Leaders

Amplifying trends, accelerating adoption and shaping industry vision.



### Corporate Innovation Teams

Piloting new solutions, benchmarking digital transformation strategies.

## Why It Matters For You

### 90% Director-level And Above

Ensuring high-level conversations.

55,000+ Professionals from 166+ countries.

### Unrivalled Global Reach

Buyers with active budgets committed to digital transformation.

# We've Got You Covered Before, During & After **ATM** **Travel** **Tech**

From planning  
to ROI: Our team  
is dedicated  
to you and your  
business.



## Dedicated Customer Success Manager

Your personal advisor to help coordinate your team, stand logistics and deliverables - aligned to your goals.



## High Visibility Digital Tools

Start engaging early with targeted buyers / visitors via our high-traffic online platforms including Exhibitor Directory, ATM Meet and high-vis promotional tools



## Smart Event Tools

Everything you need in one place. From planning checklists and promotion optimisation guides to Smart Event tools including Lead Manger App & Dashboard to optimise leads and benchmarking - all designed to maximise your ROI.

# Our Exhibitors Showcase **Solutions** In The Following Categories:



Be  
Seen in  
Good  
Company:  
The Global  
Travel And  
Tourism  
Community  
Chooses  
ATM

**Sabre**

 **JUNIPER**  
TRAVEL TECHNOLOGY

**G|I|A|T|A**  
your global partner for content

**VISA**

 **eRevMax**  
*The Gold Standard of Connectivity*

 **TRAVELPORT**

 **CODEGEN**  
[WWW.CODEGENSERVICES.COM](http://WWW.CODEGENSERVICES.COM)

**amADEUS**

 **TI Infotech™**  
MINDS AT WORK

**BedsXML**

**RateGain®**

 **dcs+**  
TRAVEL  
TECHNOLOGY

 **INFINIOS**

 **HotelRunner**

 **nucore**

 **Holafly**

 **arabian travel market**  
المالحة TRAVEL TECH



**Join us** where the future of travel is built – linking **breakthrough tech** with **buyers, partners and investors.**

We look forward to welcoming you to **ATM Travel Tech** in Dubai.

[Stand Enquiry](#)

[Sponsorship Enquiry](#)

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