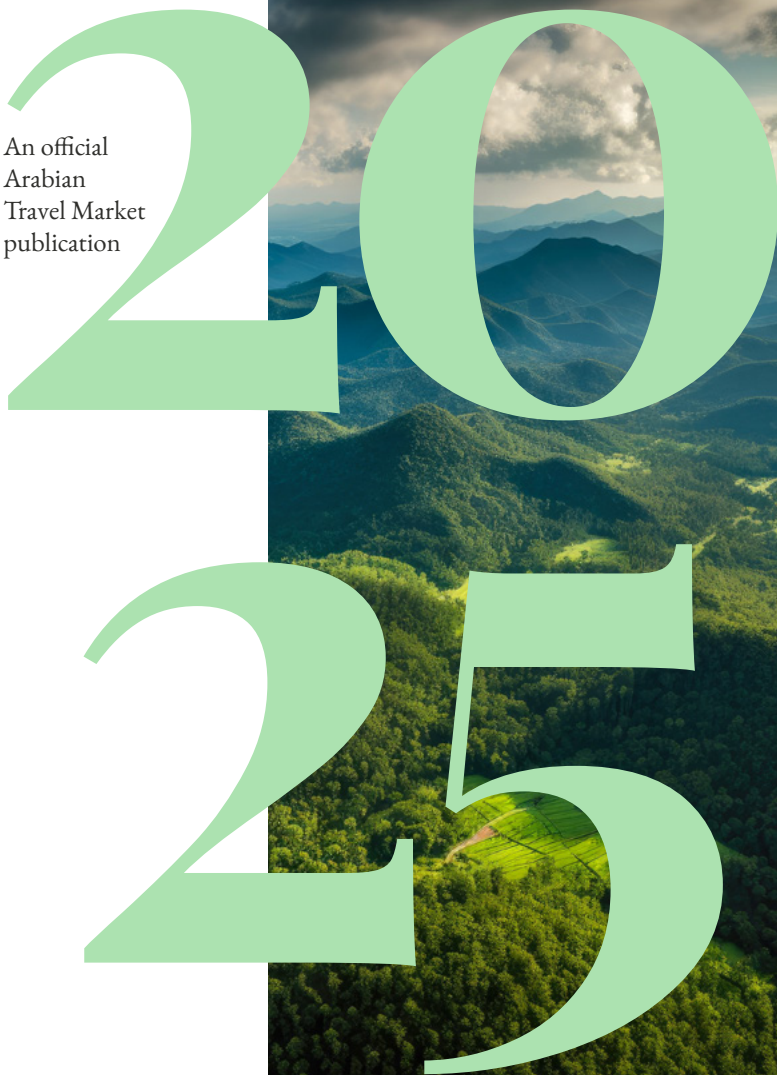


# ATM YEARBOOK

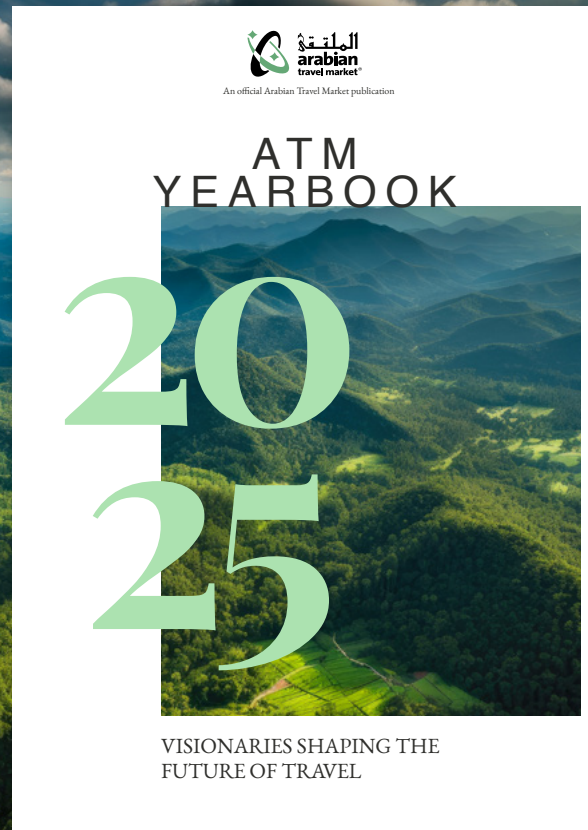
An official  
Arabian  
Travel Market  
publication



2025

VISIONARIES SHAPING THE  
FUTURE OF TRAVEL

# Showcasing industry excellence



The *ATM Yearbook 2025* throws the spotlight on travel and tourism sector excellence, offering a platform for global leaders to share their vision with a wide audience of industry professionals.

This exclusive publication is a collaboration between RX Global, organiser of Arabian Travel Market, and GT Media ME, a renowned publisher of business intelligence journals. The yearbook features curated content that highlights influential figures and cutting-edge organisations in the Middle East and globally.

Endorsed by top-tier names in travel and tourism – from international bodies and tourism ministers to leaders of airlines, hotel groups, and destinations – *the ATM Yearbook 2025* remains unmatched in its breadth and impact.

Through captivating narratives and visuals, the publication provides ATM exhibitors a unique chance to present their brand and strategies. Additional perks include video interviews conducted at the show, integrated into the digital edition and shared across social media and the official ATM YouTube



**Q Tell us about visitor trends.**  
A The number of international arrivals in 2022, with significant lags in visitors from key international target markets including China, the U.S. and the UK, was down 40% from the same period of 2019. The high volume of inbound tourism for religious travel to Mecca and Medina, we're starting from a high base, and we're seeing a significant increase in these opportunities by welcoming Islamic tourists to extend their stays for Islamic purposes, around the Hajj season in 2022 and 2023. Saudi Arabia's population of 32.6 million in 2022, with inbound tourism spending a record-breaking \$3.1B trillion, a year-over-year increase of more than 60%.

**Q How do you see the future of the Saudi tourism market?**  
A The rapid increase of products and destinations in Saudi and the fact that our efforts to transform, catering to growing markets, is a key driver for the tourism market and expansion. For example, our new summer campaign launched at AXTEch this spring for the new destinations and experiences including Jeddah, the Red Sea, as well as the temple and pilgrimage destinations of Aseer, Taif and Al-Hail in the northwestern Arabian Peninsula.

**Q What tourism policies and initiatives have supported growth?**  
A NECA, a key factor in our growth, has been the Saudi Vision 2030. As previously mentioned, connectivity is key, with our

[illegible]

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- # MEDIA KIT 2025

## His Excellency Issam Kaz

which welcomed a record 17.13 million international visitors in 2012, up 38.4% over 2012 and exceeding pre-pandemic figures of 16.73 million visitors in 2008. The cruise sector also made a record global destination for an unprecedented third successive year in the TripAdvisor Global Power Choice Awards 2012. The list of accolades and achievements continues, with financial services provider iStockphoto

the world to relocate in 2012, while property construction, Sotheby's International Realty, ranked the world's best real estate workspaces in 2012. Executive Search India, talent recruitment, reached a new milestone, crossing the 150,000 mark in 2012. The 2012 Entrepreneur's Franchise 500® ranked the MCHILLIN Guide Dubai 2012 featured 96 restaurants, up from 85 in 2011. So where are the winners? We'll tell you that in our next column.

His Excellency Ismael Khatib, CEO, Dubai Corporation for Tourism & Commerce Marketing DCTM, unveils

President and Prime Minister of the UAE, and Ruler of Dubai, and reflects the goals of the Dubai Economic Agenda, DED, to further consolidate Dubai's position as one of the top three global cities for business and tourism. Our approach includes a person public-private partnership model in Dubai, a diversified market strategy, stakeholder collaboration with 1,000 international partners, and new pathways to growth beyond traditional tourism. Our partners and stakeholders have played a crucial role in Dubai's tourism renaissance, with an active involvement in global campaigns and marketing endeavours.



ization and trust, and encouraging top multinational companies to set up their headquarters in Dubai. Policies and efforts will further improve ease of access and ease of doing business, encourage long-term investments in the city through initiatives such as the Golden Visa, Greenway Multi-Energy Visa, Virtual Working and Reside in Dubai programmes. Dubai will also focus on key pillars like sustainability, gastronomy, travel and technology; building the next generation of tourism workforce; further developing the cruise tourism segment; and enabling more Emiratis to work in tourism-facing roles, supported by innovative

# Amplify your brand's impact and reach



Advertising in the *ATM Yearbook 2025* provides a strategic opportunity to target influential industry professionals, enhance your brand's visibility, promote your destination, products or services, and maximise your presence at Arabian Travel Market and beyond due to the publication's remarkable shelf-life.



## ELEVATE BRAND AWARENESS

The *ATM Yearbook 2025* will feature original, comprehensive articles, case studies, and industry trends, boosting awareness of your products, services, and solutions to a captivated and relevant audience, generating high-quality business leads.



## PROLONGED EXPOSURE

A revered publication now deemed a collector's item, the *ATM Yearbook 2025* enjoys a longer shelf life, travelling back to offices and homes, ensuring continued visibility and sharing among industry peers.



## BOOST BRAND RECOGNITION

Featuring your brand in the yearbook enhances visibility and recall among ATM delegates, making them more likely to engage with your product and services and advocate for your brand.



## INDUSTRY AUTHORITY

Regarded as a key source of industry insights, the yearbook enhances your brand's credibility and visibility among travel professionals, positioning your business as a leader and innovator in the sector.



## PROMOTE YOUR ATM PRESENCE

Leverage your advertising and editorial space to highlight your ATM booth, news and announcements, and brand strategy, driving traffic and engagement at the exhibition.



## NETWORKING CATALYST

Advertising in this accredited ATM title increases your chances of connecting with potential partners, suppliers, and clients at the exhibition, providing an additional touchpoint to capture attention and create valuable networking opportunities.

## TARGETED AUDIENCE ENGAGEMENT

Specifically designed for travel industry professionals attending Arabian Travel Market 2025, the *ATM Yearbook 2025* reaches a highly targeted audience of more than 46,000 delegates, including travel agents, tour operators, destination management companies, and more.

TOTAL  
READERS

80k

ONLINE  
ENGAGEMENT

61k

SOCIAL  
MEDIA

109k

VIDEO  
IMPRESSIONS

1.38m



# Strategic distribution



## PRINT EDITION



Limited to an exclusive print run of **20,000** copies, delivered to every exhibition stand at ATM and available at key locations including entrance dispensers, the Buyers' Club Lounge, the Media Centre, VIP hospitality areas, appointed hotels, and business class lounges at Dubai International Airport.

## DIGITAL EDITION



Accessible on the official ATM website before, during, and after the show, and throughout 2025. Promoted via the GT Media ME website, ATM website, and social media channels, reaching around **95,000** travel professionals in 2024.

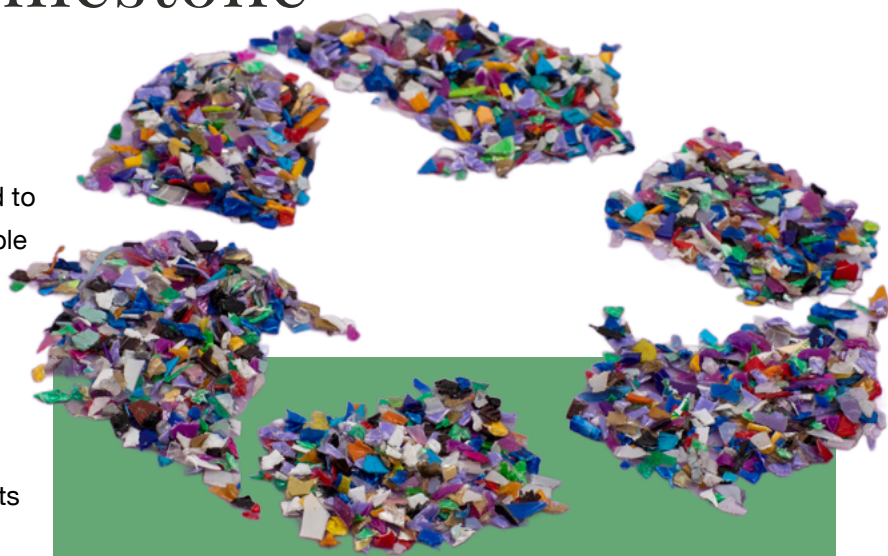
# Innovating for a sustainable future: a publishing milestone

## JOIN THE RESPONSIBLE PUBLISHING MOVEMENT

For the 2025 edition, GT Media ME is proud to introduce a pioneering initiative in responsible publishing.

In a world-first, the *ATM Yearbook 2025* will feature covers made from recycled ocean plastic, underscoring our commitment to clean and healthy oceans. This complements our ongoing use of recycled paper for the publication's pages, in alignment with Arabian Travel Market's sustainability goals.

While incorporating recycled ocean plastic increases our production costs, the positive environmental impact is a testament to our dedication to sustainability. This groundbreaking approach not only sets a new standard in publishing but also highlights our commitment to innovation and environmental stewardship.



## Leading the charge in sustainable publishing



GT Media ME is committed to sustainable publishing and one of the only publishers in the GCC to strictly use paper from responsible sources. For the last six years we have printed the *ATM Yearbook* on paper certified by FSC International under licence number Co13417. We also prioritise carbon-neutral logistics organisations for all courier services and bulk deliveries of our publications where possible.

# Rates & specifications



Double Page Spread	£18,950
Full Page	£12,950
Inside Front Cover DPS	£22,450
Inside Back Cover	£15,950
Outside Back Cover	£25,950



## SPECIAL PACKAGES

Special packages and rates are available to supporters of both the *ATM Yearbook 2025* and *WTM London Yearbook 2024*. Don't miss this exclusive opportunity

## SINGLE PAGE

**Bleed size:** 206 x 261mm

**Trimmed size:** 200 x 255mm

(3mm bleed: top, bottom and for edge)

**Non bleed/Safety:** 176 x 235mm

- Print-ready high-resolution PDF files only.
- Supply all creative as single page PDFs.
- All images 300 DPI.
- Convert all to cmyk and embed all fonts.

## DOUBLE PAGE

**Bleed size:** 406 x 261mm

**Trimmed size:** 400 x 255mm

(3mm bleed: top, bottom and for edge)

**Non bleed/Safety:** 376 x 235mm

- Convert all text in logos etc from vector based programmes (Adobe Illustrator etc.) to outlines.
- Output resolution 2400 DPI/ frequency 150 LPI.

## VIDEO

Our *ATM Yearbook 2025* advertising packages include video content options for the digital version.

This includes brand videos, as well as face-to-face interviews recorded at ATM 2025 that we will embed in the online publication.

## DEADLINES

Space reservation: 6th April, 2025

Artwork deadline: 10th April, 2025

# Contact the GT Media team



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### **About GT Media ME Ltd**

GT Media ME Ltd is a boutique high-end publishing company with operations in the UK and UAE. The company specialises in custom publishing, with high-profile clients including royalty and governments internationally.