

# A world of insights revealed

Book your stand today at  
[arabiantravelmarket.wtm.com](http://arabiantravelmarket.wtm.com)



Destination Partner



Official Partners



EMAAR  
HOSPITALITY

# Let's reunite at Arabian Travel Market 2021 – both live and virtually

The exceptional circumstances of 2020 meant that we could not see you as we usually would in Dubai. Instead we had ATM Virtual which was a great way to continue our business conversations with video meetings, and participate in insightful webinars, but we know that nothing compares to face to face connections. And live events are back. So for 2021 we will be bringing you both...

## The best of both worlds. And all in a single package.

Exhibiting at ATM will give your company the competitive edge - a unique opportunity to meet, network, negotiate and conduct business both in person and on the virtual platform. This is our chance to get together and to support and enable a great comeback for you and the travel industry as a whole.

**Arabian Travel Market** - we are looking forward to seeing you and re-connecting once again at our live event in Dubai which will take place from 16-19 May 2021.



**ATM Virtual** - In addition, we will be running ATM virtually with webinars and 1-2-1 video meetings the week after the ATM live event from 24-26 May 2021.



By exhibiting at ATM 2021, you will benefit from being able to:

Re-ignite Business Relationships

Generate New Sales Leads

Gather Market Intelligence

Launch New Products

Save Time and Money

Increase Your Brand Exposure

Network with Key Decision Makers

# ATM 2019 Attendee Demographics

The last live Arabian Travel Market event took place in 2019 attracting an audience of thousands of key buyers, travel trade visitors and media from all over the world. Each year the ATM's Buyers' Club provides a forum for senior travel industry decision makers with direct purchasing responsibility. Made up of tour operators, travel agents, wholesalers and private travel arrangers, the club facilitates networking, providing the opportunity to meet and discuss business, leading to contracts being signed whilst expanding connections.

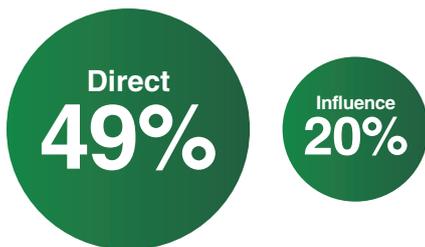
## Geographical Regions Visitors are Interested in Doing Business With



**Middle East** 54%  
**Europe & Mediterranean** 8%  
**Asia** 6%

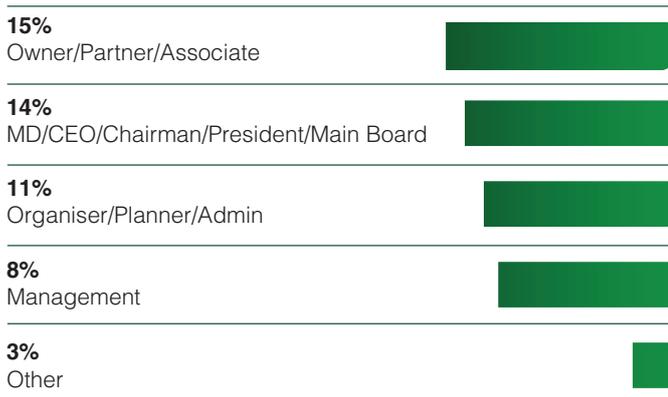
**Americas (inc Caribbean)** 11%  
**Africa** 13%  
**Australasia / Pacific** 8%

## Visitor Purchasing Responsibility



**151** countries and regions represented at ATM 2019

## Visitor Job Status



# ATM Virtual 2020 Attendance Summary

The inaugural ATM Virtual took place in June 2020, in response to travel restrictions around the world and lockdown measures. The platform brought together suppliers and buyers in the virtual world at a time when face-to-face simply wasn't possible resulting in the following



**11,301**  
pre-scheduled  
video meetings

**Exhibitor personnel** 2,463  
**Media** 373  
**Buyers** 2,006  
**Travel trade visitors** 7,135

Over  
**24,000**  
webinar views

## Our WTM Portfolio Online Community

Arabian Travel Market benefits from reach to a database of travel professionals around the world in partnership with the other events in the WTM Portfolio including WTM London, WTM Latin America, WTM Africa and the Travel Forward series of events.

### Social Media

Facebook	143k
Twitter	132k
LinkedIn	20k
Instagram	30k
YouTube	4.5k

**Total Social Media Reach** 330k

### Email Database

WTM Portfolio	250k
WTM Portfolio Buyers	23k
International Media	12k

**Annual Portfolio Website Traffic** 210k

# ARABIAN

# TRAVEL WEEK™

**Arabian Travel Week is a week-long festival of events for travel professionals, taking place from 16 – 26 May 2021. We invite our entire community to come together to shape the next 12 months of tourism through both live and virtual events, conferences, summits, awards ceremonies, destination briefings and more.**

As an industry-leading meeting place, discover the Arabian Travel Week events you can take part in – or host your own event / become a sponsor.

## Arabian Travel Market



ATM itself, now in its 27th year, will be adopting 'A New Dawn for Travel and Tourism' as its annual theme for 2021.

The spotlight will explore what the future holds, while discussing how we will unite to rebuild the international tourism industry, and discover the new trends and innovations taking the industry forward.

## ATM Virtual



Following the 2020 launch, ATM Virtual will, for the first time, take place within Arabian Travel Week to compliment the live ATM show.

With an extensive, high level programme of webinars and a full schedule of video meetings available to exhibitors with key buyers around the world, ATM Virtual brings the experience direct to your desktop, and your brand to the world.

## ILTM Arabia



ILTM Arabia is an exclusive event for those looking to attract HNW travellers from the Middle East to their destination. Recognising the importance of face-to-face communication in the region, ILTM Arabia provides the perfect platform for meeting new buyers, generating leads and forging lasting relationships (17-18 May 2021).

**Email [ILTMSales@reedexpo.co.uk](mailto:ILTMSales@reedexpo.co.uk) or visit our website [www.ilm.com/arabia](http://www.ilm.com/arabia) for more information.**

## Travel Forward

Taking Travel Technology to a new level at ATM - meet innovative technology and solution providers showcasing the next generation in travel technology. Plus a cutting-edge seminar programme packed with inspiring presentations and case studies from industry leaders. And don't miss the Startup Showcase - featuring the very latest tech innovations from some of the brightest minds in the travel & hospitality industry.

## Responsible Tourism

Building a sustainable and responsible future for travel and tourism, ATM aims to unite the global travel industry, companies, organisations and professionals alike, to share sustainable practices and ethical methods and drive the responsible tourism agenda.

Through the World Responsible Tourism Awards we recognise those businesses doing most to develop and implement responsible practices. Our focus is on raising the issues and spreading knowledge about practical solutions to the sustainability challenges our sector faces.

## Buyer Forums

Recognising the need to provide access to top buyers from key source markets of Saudi Arabia, India and China; ATM will be hosting a series of Buyer Forums.

What do destinations need to do to attract these markets? What do the destinations have to offer?

Sessions to be followed by informal networking with key buyers from each of these regions.

## ARIVAL Dubai @ ATM

Arival advances the business of creating amazing in-destination experiences by providing insights and a community for creators and sellers of tours, activities and attractions.

ARIVAL Dubai @ ATM is a series of webinars covering current and future trends for operators of tours and attractions with a focus on growing business through marketing, technology, distribution, thought leadership, and executive level connections.

## Get Involved!

If you are planning an event outside of ATM this year, live or virtual then its time to get involved! Whether it's a Breakfast Briefing, Webinar, Gala Dinner or Awards Ceremony, Arabian Travel Week is your opportunity to boost its media coverage, extend your brand and reach an engaged international travel audience.

## For more information visit

**[www.wtm.com/arabian-travel-week](http://www.wtm.com/arabian-travel-week)  
or contact:**

### James Smith

[james.smith@reedexpo.co.uk](mailto:james.smith@reedexpo.co.uk)  
+44 (0) 20 8439 8912

# Sponsorship

Arabian Travel Market represents the perfect opportunity for brands to maximise their investment over and above an exhibition stand. Exclusively available to exhibitors, sponsorship options can be packaged and tailored to your business needs as well as to your budget to ensure you benefit from the heightened exposure sponsorship will provide.

**To discuss sponsorship further, please contact your account manager, alternatively contact:**

---

**Ben Dunster**  
[benjamin.dunster@reedexpo.co.uk](mailto:benjamin.dunster@reedexpo.co.uk)  
+44 (0) 20 8910 7789

---

**James Smith**  
[james.smith@reedexpo.co.uk](mailto:james.smith@reedexpo.co.uk)  
+44 (0) 20 8439 8912

## WTM Portfolio

Through five annual business to business events across four continents, we create the best opportunities for travel industry professionals to connect, learn and do business.



## Book your stand today

By exhibiting at ATM 2021 you can generate new business and reconnect with your clients whilst positioning your brand in the Middle East travel industry.

Running ATM as a hybrid event, means that for the first time ever we will have both the live and virtual events running to complement each other and provide access to wider audience than ever before.

Get in touch today by simply filling in our enquiry form and a member of our sales team will get in touch to talk you through the product offering.

[Enquire today](#)

