

# Dubai Tourism applauds a safe and successful Arabian Travel Market 2021

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As the physical instalment of Arabian Travel Market 2021 drew to a close, Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) hailed a safe and successful week at the world's first in-person international travel trade event in 18 months that was held from 16 – 19 May at the Dubai World Trade Centre. The event has undoubtedly given a kick-start to global tourism recovery and further reinforced the positive outlook for Dubai's tourism sector in 2021 and beyond.

The large stand representing the host city featured more than 70 representatives from Dubai's public and private sectors including government entities, the world's leading hotel groups, major attractions and tourism service provider. Apart from Dubai Tourism, among the other notable entities at the Dubai stand were Expo 2020 - who showcased the programme that will unfold at the region's first World Expo starting in October - Dubai Police, Dubai Health Authority, General Directorate of Residency and Foreigners Affairs - Dubai (GDRFA-Dubai), Dubai Municipality and Dubai Culture, in addition to the Sheikh Mohammed Centre for Cultural Understanding (SMCCU).

Across the four days of the event, Dubai Tourism and Dubai stakeholders held over 6,000 meetings with travel trade professionals and executives and hosted a total of 70 prospective buyers from over 18 countries including Italy, Mexico, Poland, Romania and Germany. In addition to meeting with key stakeholders at the exhibition, the group of international trade delegates experienced a taste of true Arabian hospitality with their visit to Dubai organised By Dubai Tourism with the support of key stakeholders and partners including Emirates, FlyDubai, Caesars Palace and Ain Dubai. The buyers were also taken on a sight-seeing tour of the city that saw them visiting Dubai's most iconic landmarks and attractions including Bluewaters Island and Al Fahidi Historical Neighbourhood, courtesy of Arabian Adventure and Rida Tours.

As optimistic sentiment reverberated throughout the exhibition venue as the latest revision to the precautionary measures in Dubai was announced. This included increasing the hotel occupancy to 100 per cent, allowing entertainment facilities and venues to have an increased capacity of 70 per cent and providing an opportunity for people to attend specified events provided they are vaccinated was welcomed

by exhibitors and visitors as it highlighted a brighter future ahead for global tourism in general and Dubai in particular.

