

First-ever Skift Global Forum East comes to Dubai

29 Jun 2022, Dubai, UAE



Dubai's Department of Economy and Tourism (DET), and Skift Inc., one of the most influential media companies in global travel, will host the inaugural Skift Global Forum East in Dubai from December 13-15, 2022.

This event is the first-ever international extension of the world's flagship travel conference: Skift Global Forum, held each September in New York City for the last decade. The conference has welcomed over 1000 global industry leaders, providing a forum to discuss the latest industry developments and emerging trends.

Skift Global Forum East will assemble top CEOs and creative leaders to explore initiatives shaping the industry post-pandemic— the intersection of technology and marketing, consumer-facing advances across user experience and design, sustainability's ever-increasing role in the business of travel, how progressive modern economies prioritize travel as their future economic engine, and much more.

Issam Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing, commented: "In rolling out a remarkable recovery strategy, Dubai has also won global acclaim for the series of measures it has taken to further elevate its international standing as a leading hub for business, tourism and events including the hosting of the hugely successful Expo 2020. As Dubai continues to build on the successes of a robust and meticulous post pandemic recovery strategy, Skift Global Forum East will serve as a platform for collaborative dialogue, future thinking and innovation showcase to help shape a sustainable and agile future for the wider travel and tourism industry. We look forward to welcoming partners and leaders from all over the world in Dubai for what will no doubt be an incredible two days of insights and learning for us all."

Rafat Ali, founder and CEO of Skift, said: "I am excited to expand our premier Skift Global Forum series to a part of the world at the center of global connectivity between Asia and the West, consistent with our perspective that the travel business extends beyond the boundaries of industry sectors and geographical markets."

Skift events attract a truly global audience of top-level leaders and creatives, with attendees hailing from 116 countries – nearly half of whom are executives, founders, or directors. Past speakers include dozens of CEOs at the world's leading travel companies — hotel brands such as Marriott and Accor, online travel companies from Booking to Expedia, and industry disruptors including Airbnb and Uber, and many more.

For more information, to register, or to become a sponsor, visit: <https://live.skift.com/skift-global-forum-east>

