

Beat: Travel

## ARABIAN TRAVEL MARKET IS ABOUT TO WELCOME 40,000 VISITORS FROM 150 COUNTRIES

28/30 APRIL 2025, DUBAI WTC

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**USPA NEWS** - ATM, is the largest event over hospitality and tourism in the region, gathering 40,000+ visitors, 2,500+ exhibitors, 150+ countries, and over 200 industry leaders. This unmissable event, is about to kick off soon, and shall be held at the World Trade Center, on 28-1st May, under this year's theme "Transforming Travel Through Innovation and Connectivity", emphasizing AI, sustainability, and smart tourism. It is noted that April 29-30 is a key day, marked by a focus on destination briefings, MICE (business travel), sustainability workshops, and influencer meetups. Among the surprises of this year, the AI-driven travel planning, "bleisure" (business + leisure), eco-tourism, and wellness packages awaits the travelers' visitors and corporations.

### A RICH PROGRAM HIGHLIGHTING PEAK NETWORKING OPPORTUNITIES & WORKSHOPS

- April 28: Opening ceremony, AI in travel panels, Global Hub Expo.
- April 29: MICE/business travel talks, destination briefings.
- April 30: Sustainability workshops, influencer networking.
- May 1: Start-up pitches, closing deals

EXHIBITORS: Airlines (Emirates, Etihad), hotels (Jumeirah, Marriott), tourism boards (Visit Saudi, Tourism Australia), and tech firms (Amadeus, AI startups)

### REASONS FOR NOT TO MISS UP THIS ONE-OF-A-KIND EVENT

- **HIGH LEVEL NETWORKING** : Connect with global travel professionals, investors, and policymakers.
- **UNVEILING THE LATEST TRENDS**: AI-driven travel planning, bleisure (business + leisure), eco-tourism, and wellness packages.
- **GENUINE ECONOMIC SCALABLE IMPACT** Contributes \$3B+ to Dubai's tourism economy, aligns with Dubai's goal of 25M+ annual visitors

### LOGISTICS AND VENUES

Dates: April 28 – May 1, 2025 | Venue: Dubai World Trade Centre (DWTC)

Registration: Free for trade visitors (pre-register online); VIP passes (AED 900) grant lounge/networking access

Nearby Hotels: Novotel WTC (adjacent), Conrad Dubai (5-min walk).

In short: ATM 2025 is the Middle East's premier travel trade event, driving global tourism

### Article online:

<https://www.uspa24.com/bericht-25573/arabian-travel-market-is-about-to-welcome-40-000-visitors-from-150-countries.html>

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