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 SCLABLE IMPACT Contributes $3B+ to Dubai's tourism economy, aligns with Dubai's goal of 25M+ annual visitors

LOGISITICS 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

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