

ATMDubai: Unlocking the tourism potential of Saudi, India, Russia and China

Arabian Travel Market 2020 (ATM) has launched a new series of buyer forums and networking events focused on India, Saudi Arabia, China and Russia's growing outbound potential, as GCC travel and tourism companies and destinations look to attract a larger share from these major source markets. These new forums and networking events have been designed to explore the untapped opportunities that these countries expanding tourism markets present while advising travel, tourism and hospitality professionals on how to attract and cater to these key markets.



Image via [Arabian Travel Market](#)

ATM, considered by industry professionals as a barometer for the Middle East and North Africa tourism sector takes from 19-22 April 2020 at the Dubai World Trade Centre. Adopting *Events for Tourism Growth* as the official show theme, ATM 2020 will build on the success of this year's edition with a host of seminar sessions discussing the impact events have on tourism growth in the region while inspiring the travel and hospitality industry about the next generation of events.

As part of the networking sessions, ATM will be inviting 150 hosted buyers from India, China, Russia and the Middle East as well as partnering with CBN Travel & MICE once again to bring an additional 84 new buyers from China.

Danielle Curtis, exhibition director ME, Arabian Travel Market (ATM), said: "Identifying the key players in the top source markets, along with current and emerging industry trends are two of the most valuable insights ATM has to offer. Therefore, the 2020 edition will continue to follow that successful model with a packed agenda, including new forums and networking opportunities as well as an engaging seminar programme."

UAE visitor travel to increase

Looking at the UAE alone, according to research from Colliers International, the number of Indian visitors travelling to the UAE is expected to increase at a Compound Annual Growth Rate (CAGR) of 7% to 3.01 million by 2023, while arrivals from Saudi Arabia will witness an increase of 2% to 1.76 million during the same period.

The data also predicts an above-average annual growth rate for both Russian and Chinese arrivals to the UAE, with the number of Russian tourists expected to increase at a CAGR of 12% to 1.6 million and Chinese tourists estimated to increase at a CAGR of 8% to 1.27 million by 2023.

Taking a look at the key drivers, beside Expo 2020 which is now less than one year away, Indian, Saudi Arabian, Chinese and Russian visitors have grown in recent years due to the introduction of additional and direct airline routes; relaxed visa regulations; the growth of their respective economies; increased disposable incomes and a new generation of leisure attractions and retail destinations as well as a broad range of hotels and resorts across the region.

Curtis added: "Over recent years, in particular, sentiment at ATM has reflected the growth in these tourists to the Middle East and as we look ahead to the 2020 edition of the show we are seeing more hotel and travel professionals than ever before eager to capitalise on the significant opportunities presented by these key markets."

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