

# ARABIAN TRAVEL MARKET 2009: 2.100 EXHIBITORS, 69 COUNTRIES



Arabian Travel Market taking place at the beginning of May once again welcomed hundreds of travel professionals from all around the world.

Arabian Travel Market (ATM) that started already in 1994 was this year held under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, the Ruler of Dubai and it was organized by Reed Travel Exhibitions. The event took place between May 5th and 8th.

ATM brings together business people from all continents. Its aim is to present the **Middle East as a destination with huge travel potential**. To achieve this goal organizers create various programs. There are seminars with renowned professionals, meetings as well as press conferences and naturally the exhibitors.

This year's ATM welcomed **more than 2,100 exhibitors from 69 countries**, 70 of the exhibitors were new comers. Approximately 60 national tourism bodies also took part in the exhibition. Some countries have even sent their ministers to the ATM.

The event is seen as an ideal opportunity to promote oneself in the time of crisis. According to Brennan Berry, Sales Coordinator from Four Seasons Hotels and Resorts, the number of visitors of the ATM was still high. Companies see the ATM as an ideal place where they can present their new projects and products.

For example the Emirates used the event to announce that Marriott International was appointed the hotel operator for AED 1.8bn Park Towers - a 1,614-room twin-tower hotel, under construction in Dubai.

The global economic crisis was also discussed during the four day event. The speakers were, however, optimistic. Despite the global industry somehow dropping the Middle East is still doing quite well.

Among the programs taking place during the ATM was the Careers Day. It was supported by the UAE's Ministry of Education and lured hundreds of visitors. Potential employees had a chance here to meet face to face with their potential employers.

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