



UNITED ARAB EMIRATES
THE NATIONAL COUNCIL OF
TOURISM & ANTIQUITIES



الإمارات العربية المتحدة
المجلس الوطني
للسياحة والآثار



4 - 7 May 2015 • Dubai

***UNWTO & Arabian Travel Market Ministerial Forum on intra-Arab Tourism:
Addressing the challenges and seizing the opportunities***

***Under the patronage of H.H. Sheikh Nahyan Bin Mubarak Al Nahyan
Minister of Culture, Youth and Community Development and Chairman of
the National Council of Tourism and Antiquities***

**Al Multaqua Ballroom, Arabian Travel Market (ATM), Dubai
Tuesday, 5 May 2015 (10:30 – 13:00)**

International tourist arrivals reached a new record of 1.1 billion in 2014, of which globally around 80% originated from markets within the same region, this is from intra-regional tourism.

Contrasting with this global trend, only 42% of the total of international tourist arrivals to the Middle East and North Africa in 2014 come from the MENA region despite the economic boom and the extraordinary growth of international tourism in the region over the last two decades. At the same time, outbound travel from MENA to other regions continues to grow.

At their first constituent meeting held in Kuwait in October 2014, the Ministers of Tourism of the Gulf Cooperation Council (GCC) countries, recognizing the significant role tourism has in driving the economies of the region, decided to step up their cooperation in tourism development and boost intraregional tourism. Furthermore, the Council of Ministers of Tourism of the League of Arab States at their 17th meeting, held in Cairo in November 2014, also decided to focus its action over the coming five years on the implementation of the Arab Tourism Strategy, a plan to develop and promote intra-regional tourism.

The UNWTO & Arabian Travel Market Ministerial Forum on intra-Arab Tourism, to be held under the patronage of H.H. Sheikh Nahyan Bin Mubarak Al Nahyan Minister of Culture, Youth and Community Development and Chairman of the National Council of Tourism and Antiquities, will bring together Ministers of Tourism and industry leaders in the MENA region to discuss how to advance intra-regional tourism and seize the growing opportunities emerging for increased cooperation. The Forum will address the following issues:

- What are the characteristics and specific requirements of Arab source markets (main segments, motivations and trends)
- How to develop and market tourism products more effectively to Arab markets
- How to promote travel facilitation and improve connectivity within the region
- How to promote intra-regional investment in tourism infrastructure, facilities and services
- How to set effective public-public and public-private partnerships to advance regional cooperation
- How to enhance an institutional framework to implement, monitor and evaluate regional tourism cooperation strategies and initiatives

PROGRAMME

10:30 to 11:10	<p>Welcome by Moderator introducing speakers: Ms. Becky Anderson, anchor, CNN International</p> <p>Opening Session</p> <ul style="list-style-type: none"> - H.H. Sheikh Nahyan Bin Mubarak Al Nahyan, Minister of Culture, Youth and Community Development and Chairman of the National Council of Tourism and Antiquities - Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO) - Mr. Simon Press, Senior Exhibition Director, Reed Exhibitions
11:10 to 12:50	<p>Panel Debate</p> <p>Invited speakers:</p> <p>A. Ministers/Heads of NTAs and NTOs:</p> <ul style="list-style-type: none"> - H.E. Mr. Zayed R. Alzayani, Minister of Industry and Commerce, Bahrain - H.E. Mr. Nayef H. Al-Fayez, Minister of Tourism and Antiquities, Jordan - H.E. Mr. Michel Pharaon Minister of Tourism, Lebanon - H.E.Mrs. Nada Roudies, Secretary-General, Ministry of Tourism, Morocco - H.E. Mrs. Maitha Al Mahrouqi, Undersecretary of Tourism, Oman - H.E. Mr. Issa Mohammed Al Mohannadi, Chairman, Qatar Tourism Authority - H.E. Mr. Abdellatif Hmam, General Director, National Office of the Tunisian Tourism, Tunisia - H.E. Mr. Mohammed K. Al Muhairi, Director General, National Council of Tourism and Antiquities, United Arab Emirates - H.E. Mr. Helal S. K. Al Marri, Director General, Department of Tourism and Commerce Marketing, Government of Dubai, United Arab Emirates - H.E. Mr. Mohamed Ali Al Noman, Chairman, Sharjah Commerce and Tourism Development Authority, United Arab Emirates <p>B. Private sector:</p> <ul style="list-style-type: none"> - Mr. Antoine Medawar, Vice-President MENA region, Amadeus - Mr. Amine Moukarzel, President, Golden Tulip Hotels, Suites & Resorts MENA - Mr. Hussein Dabbas, Regional Vice President - Africa & Middle East, International Air Transport Association (IATA) - Mr. Gerald Lawless, President and CEO, Jumeirah Group - Mr. Justin Reid, Head of Destination Marketing, EMEA, TripAdvisor - Mr. David Scowsill, President & CEO, World Travel and Tourism Council (WTTC)
12:50 to 13:00	<p>Conclusion by Moderator Ms. Becky Anderson, anchor, CNN International</p>

Updated on 30/04/15