

## ATM 2017 Media Schedule

Time	Event	Description	Location	Contact
<b>Monday, 24th April 2017</b>				
11:00am - 12:00pm	Grand Opening	The official opening ceremony of Arabian Travel Market 2017.	Opposite Hall 3	<b>Nathalie Visele</b> +971 50 457 6525 nathalie.visele@shamalcomms.com
12:30pm	Expo 2020 Dubai: The Legacy <i>Part of the Global Stage seminars</i>	Chaired by UAE broadcaster Richard Dean, the session will assess the role of Expo 2020 in delivering the UAE government's long-term vision for economic diversification.	ATM Global Stage Hall 8	<b>Nathalie Visele</b> +971 50 457 6525 nathalie.visele@shamalcomms.com
12:30pm	Qatar Airways	Press conference	Al Ain Room B Mezzanine floor above Halls 3&4	<b>Khalid Yahya</b> +971 4 450 7633 Khalid.Yahya@bm.com
1:00pm	Shangi-La Hotels and Resorts	Press conference	Al Ain Room D Mezzanine floor above Halls 3&4	<b>Ruwaida Abela</b> Senior Manager Public Relations Middle East Phone: +971-4-405 2932 Email:ruwaida.abela@shangri-la.com
1:30pm	Emaar Hospitality Group	Press conference	Al Ain Room B Mezzanine floor above Halls 3&4	<b>Kelly Home</b> +971 50 652 1961 Kelly.Home@bm.com
1:50pm	Capitalizing on Experiential Travel: China & India Mega Source Markets <i>Part of the Global Stage seminars</i>	As Middle East oil driven economies recover from a period of challenging trading environment, tourism is now at the core of governments strategic growth, increasing promotional activities to attract more visitors from two of the future biggest inbound source markets: China and India.	ATM Global Stage Hall 8	<b>Nathalie Visele</b> +971 50 457 6525 nathalie.visele@shamalcomms.com
2:00pm	Dubai Tourism	Unveiling	Dubai Tourism stand, stand number ME3110	<b>Maitha Ahmed</b> +971 55 9600757 maitha.ahmed@dubaitourism.ae

2:30pm	India Tourism	Press conference	Al Ain Room B Mezzanine floor above Halls 3&4	<b>I.R.V.Rao</b> +971 56 3419366 goirto@emirates.net.ae
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3:30pm	UNWTO & ATM Ministerial Forum	Under the patronage of H.E. Sultan bin Saeed Al Mansouri, Minister of Economy of the United Arab Emirates, the forum returns to the show repertoire this year, with a particular focus on the contribution of tourism to sustainable economic growth and diversification in the MENA region.	Al Multaqua Ballroom	<b>Nathalie Visele</b> +971 50 457 6525 nathalie.visele@shamalcomms.com
3:30pm	Moscow City Government	Press conference	Al Ain Room B Mezzanine floor above Halls 3&4	<b>Elena Dremova</b> +7 985 364-39-82, expotour2017@yandex.ru
4:00pm	Tourism Malaysia	Press conference	Al Ain Room D Mezzanine floor above Halls 3&4	<b>Mohamed Lofty</b> +971 4 3377578 mohamed_lotfy@tourism.gov.my
<b>Tuesday, 25th April 2017</b>				
10:30am	ATM Digital Transformation Summit	There are three important objectives to digital transformation of travel and tourism organisations. Firstly, your online systems need to provide an exceptional user experience for both your customers and your own people. Secondly, you need to harness the data you hold to provide the insight you need to personalise customer interactions. Lastly, your business needs to harness technology to run like a well-oiled machine. At the ATM Digital Transformation Summit you will hear from industry thought leaders who are making a real difference in the world of digital travel.	Travel Tech Theatre Back of Saeed Hall 2	<b>Nathalie Visele</b> +971 50 457 6525 nathalie.visele@shamalcomms.com
11:30am	Amadeus	Press conference	Al Ain Room B Mezzanine floor above Halls 3&4	<b>Ehab Yasin</b> +971 56 1721 728 ehab.yasin@amadeus.com
12:30pm	TIME Hotels	Press conference	Al Ain Room B Mezzanine floor above Halls 3&5	<b>Gavin Gibbon</b> +971 55 129 6108 gavin.gibbon@shamalcomms.com
1:30pm	Seven Tides	Press conference	Al Ain Room B Mezzanine floor above Halls 3&4	<b>Nathalie Visele</b> +971 50 457 6525 nathalie.visele@shamalcomms.com
2:30pm	La Perle	Press conference	Al Ain Room B Mezzanine floor above Halls 3&4	<b>Hannah Shanks</b> +971 50 143 9694 Hannah.Shanks@LaPerle.com

3:30pm	Nirvana	Press conference	Al Ain Room B Mezzanine floor above Halls 3&5	<b>Anan Al Shalabi</b> +971 563011055 anan@ntravel.ae
4:20pm	The Real Deal: Why Selling Local Experiences Matters <b>Part of the Global Stage seminars</b>	Our panelists give hints and tips on how Middle East destinations can adapt to the trend of experiential travel, which is fast being adopted by travellers of all ages from across the globe. They will look at what steps destinations have taken to sell 'the real Middle East' and how they can further enhance their experiential travel offering.	ATM Global Stage Hall 8	<b>Nathalie Visele</b> +971 50 457 6525 nathalie.visele@shamalcomms.com
<b>Wednesday, 26th April 2017</b>				
12:20pm	ATM Global Halal Tourism Summit 2017 <b>Part of the Global Stage seminars</b>	Uniting the industry's leading halal travel experts, the Global Halal Tourism Summit will reveal the industry's true scope and size, development strategies, and potential for future growth.	ATM Global Stage Hall 8	<b>Nathalie Visele</b> +971 50 457 6525 nathalie.visele@shamalcomms.com
2:15pm	Sustainability in MENA 2015-2020	2017 is the United Nations International Year of Sustainable Development through Tourism and in 2020 the United Arab Emirates will host the Expo 2020. One of the three themes of the Expo is sustainability, looking at ways that we can pursue progress without compromising the fundamental needs of future generations. 2015 saw the launch of the Sustainable Development Goals, three of which explicitly mention tourism. Three panellists will explore what the idea of sustainability means for tourism and tourism businesses.	Showcase Theatre	<b>Nathalie Visele</b> +971 50 457 6525 nathalie.visele@shamalcomms.com
3:00pm	Hear from the Leading Asian Airline - Malaysian Airlines <b>Part of the Global Stage seminars</b>	Don't miss the opportunity to hear from the CEO of Malaysia Airlines. Interviewed by John Strickland we will learn what topics are top of the agenda for this airline and about the importance of the Gulf market for them.	ATM Global Stage Hall 8	<b>Nathalie Visele</b> +971 50 457 6525 nathalie.visele@shamalcomms.com