

ATLANTIC TRAVEL & TOURS

**ENTERING THE TOURISM MARKET
UNITED ARAB EMIRATES**

**POSITIONING, REPRESENTATION, AND MARKET
ACCESS STRATEGIES FOR THE
TRAVEL INDUSTRY**



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FROM THE CEO - FOUNDER

To International Travel Industry Professionals

The United Arab Emirates market represents one of the leading global hubs of the travel industry, characterised by a strong international outlook, high service standards, and a tourism ecosystem in constant evolution.

Thanks to its strategic position between Europe, Asia, and Africa, the United Arab Emirates has established itself as a key centre for leisure, business, and luxury tourism, attracting operators, investments, and tourism flows from the world's major international markets.

In this context, the development and positioning of travel industry companies require a highly structured approach, based on the ability to build strong commercial relationships, understand local market dynamics, and operate within an extremely competitive and quality-driven environment.

Tourism Boards, hospitality operators, transport companies, technology platforms, and experience providers operate within an international ecosystem where credibility, local presence, and continuity of relationships are fundamental elements for growth.

It is within this scenario that our role takes shape.

Through an integrated approach combining representation, commercial development, market intelligence, and trade activation, we support international travel industry operators in building and consolidating their presence in the United Arab Emirates.

Our activity focuses on transforming market entry strategies into concrete commercial opportunities, facilitating access to key distribution networks and supporting the development of strategic relationships with the market's main stakeholders.

This brochure is designed to provide a clear overview of the dynamics of the United Arab Emirates market and of our operational approach, illustrating how we support our partners throughout their market entry, development, and consolidation processes.

In a market where relationships, positioning, and presence represent decisive factors, our objective is to create value through strategic connections and structured commercial development.



Steve Tabacchi

DR. STEVE TABACCHI
CEO - FOUNDER
ATLANTIC TRAVEL & TOURS



**THE UNITED ARAB
EMIRATES AS AN
INTERNATIONAL
DEVELOPMENT MARKET**

DISCOVER AND ANALYSE THE
DYNAMICS OF THE TRAVEL
INDUSTRY IN THE UNITED ARAB
EMIRATES THROUGH AN
INTEGRATED DEVELOPMENT
MODEL DESIGNED FOR
INTERNATIONAL MARKETS

DESTINATIONS AND TOURISM BOARDS



ENTRY INTO THE UNITED ARAB EMIRATES MARKET AND REPRESENTATION STRATEGIES

THE ROLE OF DESTINATIONS IN THE UNITED ARAB EMIRATES MARKET

In the United Arab Emirates market, destinations and tourism boards play a strategic role within a highly international and competitive tourism ecosystem. Tourism Boards, DMOs, and destination authorities operate in an environment driven by luxury positioning, high service standards, and the development of top-level commercial partnerships. In this scenario, destination promotion requires a constant and qualified presence, supported by representative activities, relationship development, and integration within the main international trade networks active across the UAE.

MARKET DYNAMICS OF THE UNITED ARAB EMIRATES

The United Arab Emirates market is characterised by a strong concentration of international operators, high competitiveness, and a demand heavily oriented toward premium experiences and high-value services. Tourism distribution is structured through specialised tour operators, travel agencies, luxury networks, corporate partners, and global platforms, all of which play a central role in positioning destinations and generating demand.

MAIN BARRIERS FOR DESTINATIONS

Destinations seeking to develop their presence in the United Arab Emirates must operate within a highly selective market, where credibility, positioning, and the ability to build strategic relationships are key success factors. One of the main challenges is the need to differentiate within a highly competitive environment while maintaining continuity, visibility, and a consistent market presence over time.

OUR ROLE FOR DESTINATIONS IN THE UNITED ARAB EMIRATES

Our intervention is designed as a strategic and operational support for Tourism Boards, DMOs, and destination authorities aiming to develop or consolidate their presence in the United Arab Emirates. We act as a representation and commercial development partner, with the objective of facilitating access to key distribution channels, strengthening destination positioning, and building strong relationships with key stakeholders in the local and international travel industry. Our role is to transform positioning strategies into concrete and continuous commercial opportunities.

OUR APPROACH TO THE UNITED ARAB EMIRATES MARKET

Entering the United Arab Emirates market requires a strategy based on structured analysis, relationship development, and continuous market presence. The initial phase is dedicated to evaluating the destination's positioning and identifying the most relevant opportunities across key market segments. This is followed by the development of an entry strategy focused on building commercial relationships and strategic partnerships.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on developing relationships with international tour operators, travel agencies, luxury networks, corporate partners, and key stakeholders within the UAE travel industry. At the same time, representation initiatives, professional meetings, and networking activities are activated to strengthen the destination's presence in the market.

RESULTS AND MARKET IMPACT

The activities implemented enable destinations to build a stable and recognised presence in the United Arab Emirates, supporting integration into major distribution channels and the development of long-term commercial relationships. Through a model based on representation, continuity, and relationship development, we support our partners in transforming institutional visibility into real commercial growth.

A STRUCTURED PRESENCE IN THE UNITED ARAB EMIRATES MARKET

The ultimate goal is to ensure that destinations establish a coherent, continuous, and commercially active presence in the United Arab Emirates, capable of generating value through strategic relationships and integration within key international trade networks.

TRANSPORT AND MOBILITY



ENTRY INTO THE UNITED ARAB EMIRATES MARKET AND COMMERCIAL DEVELOPMENT

THE ROLE OF MOBILITY IN THE UNITED ARAB EMIRATES MARKET

In the United Arab Emirates market, transport and mobility represent a strategic component of the wider tourism industry. Airlines, charter operators, premium mobility services, ground transport, and maritime connections all play a decisive role in enabling regional and international tourist flows. Thanks to its geographic position and highly developed infrastructure, the United Arab Emirates stands as one of the world's leading global hubs for air traffic and international connectivity between major markets.

MARKET DYNAMICS OF MOBILITY IN THE UNITED ARAB EMIRATES

The United Arab Emirates market is characterised by high operational standards, strong international competitiveness, and a demand oriented toward efficient, premium, and highly integrated services. Mobility services are distributed through tour operators, travel agencies, corporate networks, global platforms, and strategic partnerships, all of which are essential for market access and long-term consolidation.

MAIN BARRIERS FOR MOBILITY OPERATORS

Transport & Mobility operators seeking to develop their presence in the United Arab Emirates face a highly selective and competitive environment, where credibility and the ability to build strong commercial relationships are decisive factors. One of the main challenges is the ability to integrate into existing distribution networks while adapting the offer to the high-quality operational and service standards required by the local market.

OUR ROLE FOR THE TRANSPORT & MOBILITY SECTOR

Our intervention is designed as a strategic and operational support for airlines, charter operators, and mobility companies aiming to develop or consolidate their presence in the United Arab Emirates. We act as a representation and commercial development partner, with the objective of facilitating access to distribution channels, strengthening trade relationships, and supporting operators' positioning within the market. Our role is to transform operational capability into a stable and recognised commercial presence.

OUR APPROACH TO THE UNITED ARAB EMIRATES MARKET

Entering the United Arab Emirates market for the mobility sector requires a strategy based on structured analysis, relationship development, and continuous market presence. The initial phase is dedicated to understanding the operator's positioning and identifying opportunities across key market segments. This is followed by the development of an entry strategy focused on building strong and long-term commercial partnerships.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on developing relationships with tour operators, travel agencies, luxury networks, corporate partners, and key stakeholders within the UAE travel industry. At the same time, networking initiatives, business meetings, and commercial development activities are activated to support integration into market sales and distribution flows.

RESULTS AND MARKET IMPACT

The activities implemented enable mobility operators to build a structured presence in the United Arab Emirates, facilitating access to key distribution channels and the development of long-term commercial relationships. Through a model based on representation, continuity, and relationship development, we support our partners in building a competitive and sustainable market presence.

A CONSOLIDATED PRESENCE IN THE UNITED ARAB EMIRATES MARKET

The ultimate goal is to ensure that Transport & Mobility operators establish a recognised and continuous presence in the United Arab Emirates, capable of generating value through strategic relationships and integration within key international trade networks.

HOSPITALITY AND ATTRACTIONS

ENTRY INTO THE UNITED ARAB EMIRATES MARKET AND COMMERCIAL DEVELOPMENT



THE ROLE OF HOSPITALITY AND ATTRACTIONS IN THE UNITED ARAB EMIRATES MARKET

In the United Arab Emirates market, the hospitality and attractions sector represents one of the most strategic and dynamic components of the global travel industry. Hotels, resorts, hotel groups, cultural attractions, entertainment venues, and leisure facilities operate within a highly international ecosystem strongly driven by premium experiences, service excellence, and luxury positioning. The United Arab Emirates is distinguished by a continuously evolving tourism offering, supported by significant investment in hospitality, entertainment, and the development of high-value experiential products.

MARKET DYNAMICS OF HOSPITALITY AND ATTRACTIONS IN THE UNITED ARAB EMIRATES

The United Arab Emirates market is characterised by a highly qualified international demand, with a strong presence of luxury, business travel, and high-end leisure segments. Distribution of hospitality and attraction products is managed through international tour operators, travel agencies, luxury networks, digital platforms, and established commercial partnerships, all of which play a central role in promoting and commercialising products and experiences.

MAIN BARRIERS FOR HOSPITALITY AND ATTRACTIONS OPERATORS

Operators in the hospitality and attractions sector aiming to develop in the United Arab Emirates must operate within an extremely competitive environment, where positioning, reputation, and perceived quality are decisive factors. One of the main challenges is the ability to build a credible and continuous presence within established distribution networks and commercial relationships already active in the market.

OUR ROLE FOR THE HOSPITALITY & ATTRACTIONS SECTOR

Our intervention is designed as a strategic and operational support for hotels, resorts, hotel groups, cultural attractions, and entertainment operators seeking to develop or consolidate their presence in the United Arab Emirates. We act as a representation and commercial development partner, with the objective of integrating the product into key distribution channels and strengthening its positioning within the market. Our role is to transform the offering into a structured and recognised commercial presence.

OUR APPROACH TO THE UNITED ARAB EMIRATES MARKET

Entering the United Arab Emirates market for the hospitality and attractions sector requires a strategy based on structured analysis, competitive positioning, and continuous relationship development. The initial phase is dedicated to evaluating the offering and identifying the most relevant market opportunities. This is followed by the development of an entry strategy focused on key distribution channels and strategic commercial partners.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building relationships with tour operators, travel agencies, luxury networks, distribution platforms, and key stakeholders within the UAE travel industry. At the same time, representation initiatives, professional meetings, and networking activities are activated to strengthen the product's presence in the market.

RESULTS AND MARKET IMPACT

The activities implemented enable hospitality and attractions operators to build a stable presence in the United Arab Emirates, facilitating integration into key distribution channels and the development of long-term commercial relationships. Through a model based on representation, continuity, and commercial development, we support our partners in transforming visibility into real market growth.

A STRUCTURED PRESENCE IN THE UNITED ARAB EMIRATES MARKET

The ultimate goal is to ensure that Hospitality & Attractions operators establish a recognised and continuous presence in the United Arab Emirates, capable of generating value through strategic relationships and integration within key international trade networks.

DISTRIBUTION AND TECHNOLOGY

ENTRY INTO THE UNITED ARAB EMIRATES MARKET AND INTEGRATION INTO DISTRIBUTION SYSTEMS



THE ROLE OF DISTRIBUTION AND TECHNOLOGY IN THE UNITED ARAB EMIRATES MARKET

In the United Arab Emirates market, distribution systems and travel technologies represent a core component of the international tourism ecosystem. Booking engines, GDS platforms, OTAs, digital platforms, and payment systems operate within a highly advanced environment focused on innovation, efficiency, and global integration. The United Arab Emirates stands out for its high level of digitalisation in the travel sector and a strong adoption of advanced technologies, supported by a continuously evolving ecosystem that is highly open to international operators.

MARKET DYNAMICS OF DISTRIBUTION & TECH IN THE UNITED ARAB EMIRATES

The United Arab Emirates market is characterised by a strong presence of global operators, international platforms, and highly structured distribution networks. Tourism distribution is driven by strategic partnerships, technological integration, and consolidated commercial relationships between travel operators, digital platforms, and specialised intermediaries. For industry players, market access requires adaptability, credibility, and the ability to integrate into the main distribution systems active across the region.

MAIN BARRIERS FOR SECTOR OPERATORS

Distribution and technology operators aiming to develop in the United Arab Emirates must operate within a highly competitive, performance-driven environment. One of the main challenges is the ability to integrate into existing networks while maintaining high operational standards, technological reliability, and the capacity to meet the expectations of a premium, international market.

OUR ROLE FOR THE DISTRIBUTION & TECH SECTOR

Our intervention is designed as a strategic support for technology providers, distribution platforms, and payment systems seeking to develop or consolidate their presence in the United Arab Emirates. We act as a representation and commercial development partner, with the objective of facilitating access to travel industry networks, supporting integration into distribution systems, and building strategic relationships with key market players. Our role is to connect technology, distribution, and market within a structured and highly competitive commercial ecosystem.

OUR APPROACH TO THE UNITED ARAB EMIRATES MARKET

Entering the United Arab Emirates market for the distribution & tech sector requires a strategy based on ecosystem analysis, competitive positioning, and the development of strategic partnerships. The initial phase is dedicated to understanding the market's distribution and technology dynamics, followed by the definition of an integration strategy within key networks and systems.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building relationships with travel industry operators, distribution platforms, OTAs, corporate partners, and key stakeholders active in the United Arab Emirates. At the same time, networking initiatives and commercial development activities are activated to support integration into market sales and distribution systems.

RESULTS AND MARKET IMPACT

The activities implemented enable distribution & tech operators to build a structured presence in the United Arab Emirates, facilitating access to key distribution networks and the development of long-term commercial relationships. Through a model based on representation, integration, and commercial development, we support our partners in creating value within the regional and international travel ecosystem.

A FULLY INTEGRATED PRESENCE IN THE UNITED ARAB EMIRATES MARKET

The ultimate goal is to ensure that Distribution & Tech operators establish a recognised and fully integrated presence in the United Arab Emirates, capable of generating value through strategic connections and access to key international distribution systems.

EXPERIENCES AND LIFESTYLE ECONOMY



ENTRY INTO THE UNITED ARAB EMIRATES MARKET AND ENHANCEMENT OF EXPERIENCES

THE ROLE OF EXPERIENCES IN THE UNITED ARAB EMIRATES MARKET

In the United Arab Emirates market, the experiences and lifestyle economy sector represents an increasingly central component in the development of the tourism offering. Food & wine, events, cultural experiences, entertainment, urban lifestyle, and premium activities all play a key role in shaping the destination's tourism positioning and in the evolution of international flows. The United Arab Emirates stands out for its highly international demand, oriented towards exclusive experiences, personalized services, and high perceived-value content.

MARKET DYNAMICS OF EXPERIENCES IN THE UNITED ARAB EMIRATES

The United Arab Emirates market is characterized by strong growth in demand for integrated, immersive, and premium experiences, with particular emphasis on luxury, gastronomy, international events, and lifestyle activities. The distribution of experiences takes place through tour operators, travel agencies, digital platforms, luxury networks, and corporate partners, all of which play a fundamental role in the selection and commercialization of offerings.

MAIN BARRIERS FOR THE EXPERIENCES SECTOR

Operators in the experiences & lifestyle economy sector seeking to develop in the United Arab Emirates must face a highly competitive market, where positioning and perceived quality are decisive factors. One of the main challenges lies in adapting their offering to the expectations of an international market oriented toward high standards, service continuity, and a strong experiential component.

OUR ROLE FOR THE EXPERIENCES & LIFESTYLE ECONOMY SECTOR

Our intervention is positioned as a strategic and operational support for food & wine operators, events, culture, lifestyle, and experiential tourism providers seeking to develop or consolidate their presence in the United Arab Emirates. We act as representation and business development partners, with the aim of integrating experiences into key distribution channels and strengthening their positioning within the market. Our role is to transform experiential value into structured and continuous commercial opportunities.

OUR APPROACH TO THE UNITED ARAB EMIRATES MARKET

Entering the United Arab Emirates market for the experiences sector requires an approach based on strategic positioning, product enhancement, and relationship development. The initial phase is dedicated to evaluating the offering and identifying opportunities within the most relevant market segments. A distribution and commercial development strategy is then defined, focused on the most strategic partners.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building relationships with tour operators, travel agencies, experiential platforms, luxury networks, and key stakeholders in the travel sector in the United Arab Emirates. At the same time, representation initiatives, networking activities, and business development actions are activated to integrate experiences into the market's distribution flows.

RESULTS AND MARKET IMPACT

The activities implemented enable experiences & lifestyle operators to build a structured presence in the United Arab Emirates, facilitating the distribution of experiences and the development of ongoing commercial relationships. Through an approach based on representation, storytelling, and business development, we support our partners in transforming experiences into market value.

A RECOGNIZED PRESENCE IN THE UNITED ARAB EMIRATES MARKET

The ultimate goal is to ensure that operators in the Experiences & Lifestyle Economy sector establish a stable and recognized presence in the United Arab Emirates, capable of generating value through experience distribution and integration into key international trade networks.



CONTACT US

OUR TAILORED SUPPORT TO FACILITATE YOUR ENTRY AND CONSOLIDATION IN THE UNITED ARAB EMIRATES MARKET, IN LINE WITH YOUR INTERNATIONAL STRATEGIC OBJECTIVES



WOULD YOU LIKE TO REQUEST A PROPOSAL?

We hope this brochure has provided you with a clear overview of our approach and the development opportunities in the United Arab Emirates tourism market.

If you wish to receive a tailored proposal, designed around your specific needs and international growth objectives, we invite you to contact us through the dedicated inquiry channel.

We would be pleased to engage with you to define a bespoke strategy aimed at entering, positioning, or consolidating your presence in the United Arab Emirates market through our representation and business development services.

Our goal is to transform every collaboration into a structured growth journey across international markets, consistent, continuous, and results-driven.

REQUEST A CONSULTATION



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