

Arabian Travel Market 2009 Post Show Analysis



The 16th Arabian Travel Market ran successfully on 5 - 8 May 2009 at the Dubai International Convention and Exhibition Centre, Dubai, United Arab Emirates.



Visitor attendance (excluding consumers): 15,026
Exhibitor attendance (Personnel): 6,980

VISITORS *

Delegate Type	2009 Figures	2008 Figures	2007 Figures
Buyers Club	1,851	1,817	1,532
Hosted Buyers	146	119	97
Press	880	847	976
VIP's	234	375	150
Travel Trade Professional	8,554	8136	7,480
Visitor (Non-Trade)	3,361	2752	3,507
Total Visitors	15,026	14,046	13,742

Nationality	2009 Figures	Percentage of total
Middle East & North Africa	12,577	85%
Europe	1,195	8%
Asia	500	3%
South East Asia & Australasia	297	2%
Americas	179	1%
Africa	113	1%

- **15,026 visitors (6.5% increase**)** attended the show
- Buyers Club (**1.9% increase****)
- All **146 Hosted Buyers** were new visitors to Arabian Travel Market. They were made up of buyers from the premium leisure industry, the golf sector and from the meetings industry.
- There was an **increase of 5.14%** of **Travel Trade Professionals**
- **2211** members of the public visited the exhibition on Consumer and Careers Day.

EXHIBITORS *

Delegate Type	2009 Figures	2008 Figures
Main Stand Holders	313	372
Exhibition Partners	1,867	1,857
Total Exhibitors	2,180	2,229

- Visitors were able to meet with **6,980 exhibiting personnel**
- Exhibitors occupied **20,228 square metres**
- There were **8 new exhibiting countries** this year.

** Compared to ATM 2008

* Organisers Statement