



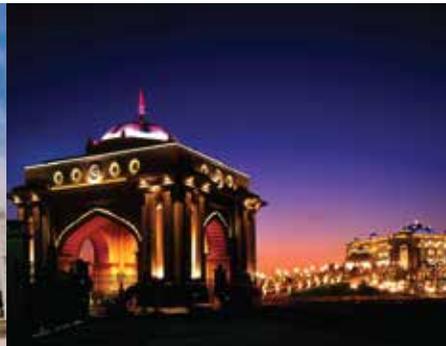
INTERNATIONAL
Travel Week | ABU DHABI



INTERNATIONAL
Travel Week | **ABU DHABI**
World Halal Tourism Summit

22nd to 23rd November 2016

**The Travel Industry's
Biggest Hosted Buyer Programme**



Host Destination Partner



Cultural Sponsor



Official Airline



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Knowledge & Innovation Partner



Country of Honour



Official Summit Hotel



Organiser





Now in its second year, **WHTS16** brings together the global family friendly tourism community in a unique summit dedicated to the needs of family friendly travel.

Unlike other events in the Halal travel sector that only describe the issue, **WHTS16** defines and drives future initiatives and industry content. The summit presents insight and solutions and brings together tourism leaders, innovators, investors and stakeholders who all share one common aim of understanding and driving the family friendly travel industry.

Family friendly tourism is one of the fastest growing areas of global tourism and excluding Hajj and Umrah is set to surpass +US\$ 238 billion by 2019.

The sector is tailored around the travel needs of Halal tourists who predominately seek a family friendly environment.

Primary source markets include OIC member countries supported by non-Muslim majority markets with fast growing residents Muslim populations including Europe, North America, China and India.

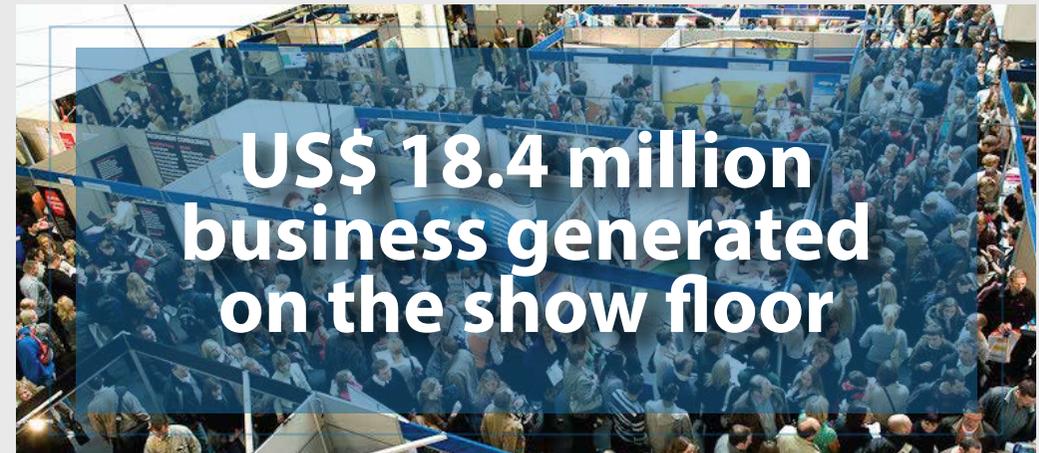
Halal tourists are proven to travel with more family members, stay for a longer period and ultimately spend more money than any other tourism niche. For these reasons tourism brands across the globe are adapting their services to meet the needs of these guests.

* OIC - Organisation of Islamic Cooperation





The 2015 event generated impressive results





WHAT MAKES THE WORLD HALAL TOURISM SUMMIT SO IMPORTANT FOR YOUR BUSINESS?

WHTS16 is different to other leisure tourism exhibition because it is exclusively focused on the fastest growing tourism sectors and offers access to the international buyers driving the biggest travel industry budgets.

WHTS16 delivers the travel industry's most important hosted buyer programme. In partnership with Abu Dhabi government, hundreds of the world's biggest Halal tourism trade buyers will experience an elite invitation only transactional business platform.

WHTS16 will offer sponsors and exhibitors:

1. Pre-qualified meetings with international visitors, buyers and delegates who are matched exclusively to exhibitors future business requirements.
2. The exhibition is supported by an unrivalled business matching programme designed to support and create new revenue opportunities for you, the exhibitor.
3. Each hosted visitor is a qualified tourism buyer delivered to the event specifically to buy new products and services from you.
4. The event will offer an inspirational and educational seminar programme with industry experts sharing their insight and expertise on how to grow your business opportunities.
5. Five exceptional days of networking with your industry peers, top international buyers and tourism experts from around the globe.
6. The exhibition is exclusively designed to deliver maximum ROI for all participants. In 2015 the Ministry of Tourism Indonesia secured a 3,724% return on investment at WHTS15.

The Abu Dhabi government are driving the Halal tourism conversation and in October 2015 created WHTS15. The event brought together 2,900 buyers of Halal tourism products, 240 family friendly hospitality suppliers, 22 tourism ministers and 4 prime ministers.

The event culminated in the World Halal Travel Awards which received votes from 42,000 international travel agents operating in the Halal tourism field, brought together 300 industry elite at the ceremony hosted by Emirates Palace Hotel and awarded 15 family friendly hospitality brands.





THE WORLD HALAL TOURISM SUMMIT 2016 HOSTED BUYER PROGRAMME

We deliver the world's top buyers to you!

WHTS16 delivers your future business partners and is the must-attend business to business trade summit for key stakeholders and organisations working in the fastest growing sectors of global tourism.

The International Travel Week Abu Dhabi combined events will deliver over 6,000 participants, including attendees and exhibitors from organisations across the globe who come together to network, learn from industry experts, collaborate in business appointments and attend a diverse range of topical seminars and workshops.

WHTS16 Hosted Buyer Programme welcomes the international Halal tourism industry's top level buyers and planners to attend **WHTS16** and conduct meaningful business with the exhibitors.

The programme, supported by the Abu Dhabi government, connects the world's top buyers with international providers in the global Halal tourism sector.

In addition, **WHTS16** Hosted Buyer Programme offers an extensive programme of activities including educational seminars, tours, off site meetings with potential partners and first class networking opportunities.

On the final day, VIP access for hosted buyers to the Etihad F1 practice sessions and pit lane tour is also included.

Hosted buyers, once qualified, can take advantage of a variety of benefits including return flight and hotel accommodation in Abu Dhabi, **WHTS16** conference and exhibition access, tours and pre booked meetings with key international suppliers.





The Halal travel and tourism sector:

- The global Muslim tourism market in 2014 was estimated at US\$151 billion in outbound expenditure (not including Hajj and Umrah), according to growth strategy research and advisory firm DinarStandard's State of the Global Islamic Economy 2013 report.
- This constitutes about 12% to 14% of US\$1,078 billion, the total global tourism expenditure in 2012, as estimated by United Nations World Trade Organisation (UNWTO).
- By 2020, DinarStandard estimates the total Muslim tourists' expenditure to be around \$200 billion.
- Is growing at 100% faster than any other niche travel sector.
- Is a substantial generator of immediate and long-term business with maximum revenue.

The Halal tourism market is expected to reach US\$ 200 billion by 2019

Halal tourism represents 12% to 14% of the global tourism expenditure

Among the top 20 countries with the greatest growth in international tourism, more than 25% are from an OIC country





Benefits of Exhibiting

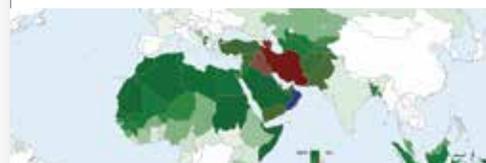
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WHTS16 is a global and unrivalled business platform bringing together the Halal tourism industry



A unique platform delivering real buying power for the Halal tourism industry



Connecting the world's top buyers with international Halal tourism providers



Travel trade professionals attend WHTS16 to meet new and existing contacts, gain industry insight and keep up to date with the latest travel trends





WHTS16 is a world first in this format.

What makes **WHTS16** so unique is that it is the first event to deliver a global OIC tourism trade audience - it is the only event that will deliver:

- The world's largest gathering of OIC tourism ministers
- The world's largest gathering of OIC tourism trade professionals – our delegates are the travel agents responsible for the largest % of outbound travel from their respective OIC country
- The largest gathering of private sector investors, financiers and entrepreneurs interested in developing tourism partnerships and projects in the Halal travel space
- The world's most encompassing education programme focusing exclusively on the Halal travel sector





“Indonesia wants to participate again next year but we’ll be bigger as we want to bring more sellers”
Indonesia Ministry Of Tourism

“The educational seminars were very strong – I attended many sessions and found the whole event to be excellent – for sure I will be attending again in 2016 and look forward to receiving the hosted buyer invitation”
Bella Tours

“Morocco’s view is that this market has the highest economic potential and this event represents it like no other”
Morocco National Provisional Tourist Office

“As a hosted buyer I found the event to be very beneficial, Abu Dhabi is a wonderful location”
Hizzmetour

“I think it will grow every year and hope 2016 will be bigger with more seminars and we will do our best to support it”
HalalBooking.com

“I don’t attend travel events as they are the same the world over. Abu Dhabi was excellent because almost every exhibitor I met offered me new revenue opportunities and the fact my flights and accommodation was funded was important as it showed they took my business potential seriously”
Suay Tour

“I’m really happy I attended the show. I got some good new destinations to add to our product offering, good networking and met some exciting tour operators that will appeal to our clientele”
Legend Tours South Africa

“For Jannah Hotel & Resorts it was a successful show & we’ll increase the size of our stand in 2016”
Jannah Hotels & Resorts





OUR 2015 SPONSORS, SUPPORTERS & PARTNERS

Sponsors and Supporters

Headline Sponsor



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Country Of Honour



Host Destination Partner



Certification Partner



Haji & Umrah Partner



Turkish Trade Partner



Turkish Commerce Partner



Official Travel Partner



Omani Hospitality Sponsor



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Global Markets Partner



Growth Strategy Partner



Communications Partner



Luxury Brand Sponsor



Hotel Sponsor



Investment Sponsor



Islamic Banking Sponsor



Halal Resort Sponsor



Airline Sponsor



Delegate Registration Sponsor



Official Car Hire Sponsor



Seminar Sponsor



Turkish Hospitality Sponsor



Media





The Halal tourism industry has been identified as a primary focus for the GCC and along with the Hosted Buyer Programme, **WHTS16** will attract key buyers and sellers from the top international source markets including

- Europe
- China
- GCC
- India
- CIS
- Africa
- Turkey
- Far East

Visitors at *WHTS16* will be:

- Managers
- Directors
- C-Level Executives
- Business Owners
- Executives

From the following industries:

- Hotels / Resorts
- Airlines
- Tour Operators
- Media
- DMCs
- Technology
- Tourism Boards





Presenting two days of thought provoking, educational seminars providing insight, original market information and highlighting new opportunities in the fast growing area of international Halal tourism.

Learn insider tips from inspirational educational speakers delivered in the plenary seminar sessions and sector workshops on the show floor.

Leading international experts from tourism leaders, innovators, investors and Halal industry stakeholders will share their knowledge and expertise with show delegates during the two days of the event.

Speakers will impart their know-how and experience and delegates will benefit from a wide range of Halal tourism focused presentations.

Seminar topics and timetable coming soon.

To learn more about the **World Halal Tourism Summit** Seminars please contact Alex on +971 (4) 360 3109 or email alex@cactievents.com





Don't miss this unrivalled business opportunity to meet with, and sell your products and services to the top Halal tourism buyers from around the world.

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or

Louise Sweeney

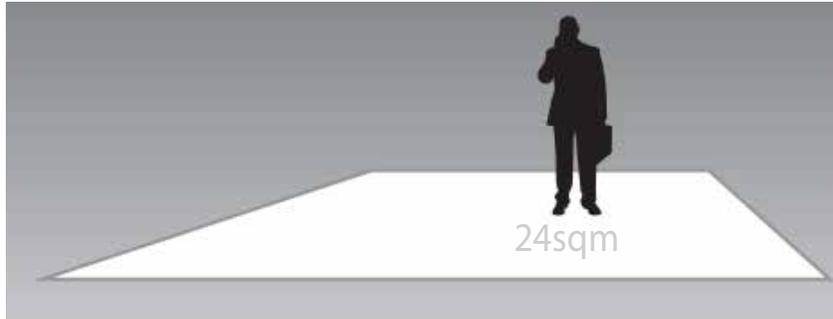
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There are various participation options available including space only, shell scheme and upgraded stand options in addition to a variety of sponsorship opportunities designed to maximise your presence at **WHTS16**.



Space only stand

Your company is free to design and construct its own stand – ideal if you want to stand out amongst the crowd.

Cost: US\$ 385 per sqm (minimum of 24sqm).



Shell scheme stand

Your stand will include modular walls, name board, carpet, information counter, 1 table, 2 chairs, lighting, 13 amp power socket, electricity and basic stand cleaning.

Cost: US\$ 450 per sqm (minimum 9sqm - maximum 12sqm).



Upgraded shell scheme stand

Your upgraded shell scheme stand will include an enhanced design, on stand meeting room, modular walls, name board, carpet, information counter, 1 table, 2 chairs, lighting, 13 amp power socket, electricity and basic stand cleaning.

Cost: US\$ 475 per sqm (minimum 15sqm - maximum 36sqm).





Benefits of Sponsoring



We offer you several sponsorship opportunities and packages to maximise your participation. Benefit from maximum brand exposure through the **WHTS16** high profile marketing campaign and gain unrivalled brand coverage to thousands of qualified buyers.

Sponsoring will ensure:

- Your company is positioned as a market leader
- You benefit from maximum exposure of your brand to the media
- Your company gets maximum exposure of your brand of thousands of event visitors and buyers
- You raise your profile and strengthen your brand awareness
- You maximise your return on investment with exclusive access to a targeted audience of key buyers

To learn more about the various sponsorship opportunities please get in contact with our team on +971 (4) 360 3109.





WHTS16 IS PART OF INTERNATIONAL TRAVEL WEEK

WHTS16 as a part of International Travel Week Abu Dhabi (ITW Abu Dhabi) which is a co-location of synergistic travel events each focused on the fastest growing tourism source market sectors.

- Halal Tourism ***The World Halal Tourism Summit***
- Halal Awards ***The World Halal Travel Awards***
- Medical Tourism ***The World Medical Tourism Summit***
- Cruise Tourism ***The World Cruise Tourism Summit***
- Sports Tourism ***The World Sports Tourism Summit***
- Shopping Tourism ***The World Shopping Tourism Summit***
- Eco Tourism ***The World Eco Tourism Summit***
- Education Tourism ***The Middle East Education Tourism Summit***
- Family Friendly Tourism ***Family Friendly Travel Show***
- International Travel Week ***Ministerial Forum***

ITW Abu Dhabi combines a week of activities including an exhibition at The National Exhibition Centre Abu Dhabi, insightful seminars with experts sharing insider tips and industry expertise, tours, offsite meetings, first class networking opportunities and a glittering gala awards evening celebrating outstanding achievements in the international tourism arena.

On the final day VIP access for hosted buyers to the Etihad Formula1 practice sessions and a pit lane tour is also included.

In addition, the 2016 event is supported by the travel industry's largest ever-hosted buyer programme, supported by the Abu Dhabi government.



The event will have specific trade and consumer timings enabling participants to benefit from new business opportunities with both a trade and consumer audience.

If you are looking to grow your international travel portfolio and discover new revenue streams, ITW Abu Dhabi is a must participate for your business.



THE WORLD HALAL TOURISM SUMMIT IS ONE WEEK OF TRAVEL BUSINESS

Delegate and Hosted Buyer Experience



Day 1

Monday November 21st 2016

Buyers and delegates arrive in Abu Dhabi



Day 2

Tuesday November 22nd 2016

Buyers and delegates attend ITW Abu Dhabi at ADNEC

Delegates attend the World Halal Travel Awards

Multiple sector social and networking dinners and gatherings



Day 3

Wednesday November 23rd 2016

Buyers and delegates attend ITW Abu Dhabi at ADNEC

Multiple sector social and networking dinners and gatherings



Day 4

Thursday November 24th 2016

Off-site meetings



Day 5

Friday November 25th 2016

Leisure day - Multiple delegate programmes and experiences are offered including VIP tickets to the Etihad F1 qualifying sessions





To learn more about exhibiting and sponsoring opportunities at **WHTS16**, please get in touch with us.

For Exhibition

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World Halal Tourism Summit

Organised By



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