TOURISM 365 سياحة

Part of ADNEC Group

COMPANY PROFILE

ADNEC
شركة أبوظبي الوطنية للمعارض
Abu Dhabi National Exhibitions Company

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Tourism 365 will be the base for the development of ADQ tourism strategy and implementation of its strategic initiatives, supported by TIA, the company that owns ADQ and ADNEC's interests in hotels.

Tourism 365 will lead the efforts of promoting tourism and facilitating the growth of the tourism industry in Abu Dhabi, aiming to increase number of visitors to the Emirate. TIA will own ADQ and ADNEC's interests in hotels and will support Tourism 365 in achieving its goals.

WHY WE EXIST?

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- To increase the attractiveness of Abu Dhabi as a tourism destination. The ultimate goal is boosting tourism visitor numbers to the Emirate of Abu Dhabi and increase tourism economic impact.
- To be the implementation arm for ADQ’s strategic role in the tourism sector by playing an active role in shaping the industry in Abu Dhabi.
- Promoting Abu Dhabi, diversify offering, increasing leisure visitors, enhancing guests experience and extending their stay. All in collaboration with key players in Abu Dhabi tourism sector.
- Enhance the collaboration and synergies amongst ADQ tourism related assets to increase monetization opportunities and tourism customer experience.

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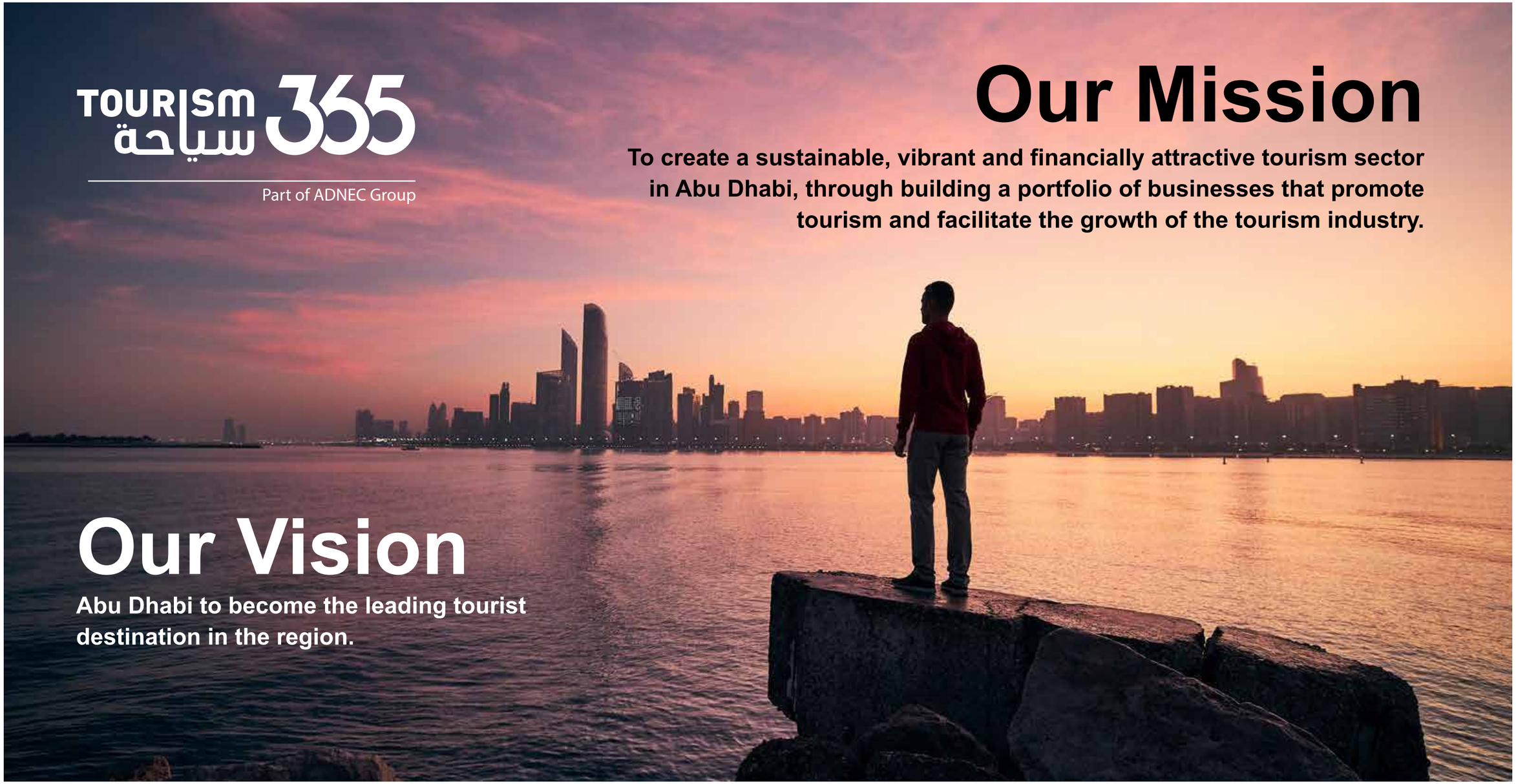
Our Mission

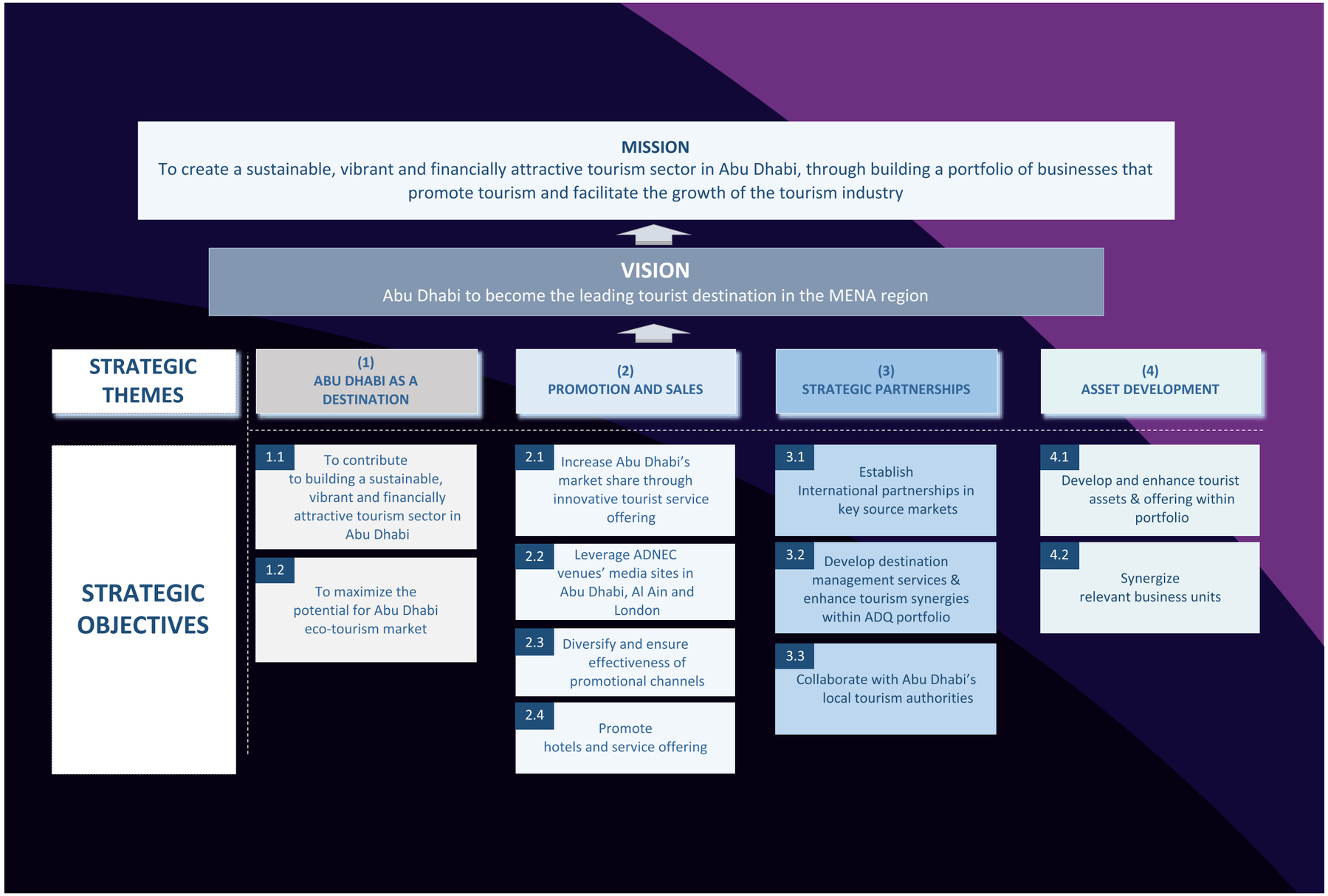
To create a sustainable, vibrant and financially attractive tourism sector in Abu Dhabi, through building a portfolio of businesses that promote tourism and facilitate the growth of the tourism industry.



Our Vision

Abu Dhabi to become the leading tourist destination in the region.

Our Strategy Map



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Our Strategic Themes

1. Abu Dhabi as a destination: the focus on increasing the attractiveness of Abu Dhabi.

- **Abu Dhabi as a Cruise hub**
  - ◊ Attracting cruise lines to Abu Dhabi their real home port with
    - ♦ Pre/post stays packages
    - ♦ Using AUH as their aviation hub
    - ♦ Developing 12 months operation
    - ♦ Diversified cruise product (traditional 1 week cruises, 11-13 night cruises to india/sri lanka, 3 and 4 night cruises with different itineraries
    - ♦ Including Sir Ban Yas as a strategic component to the cruise operation
- **Abu Dhabi as a 12 months destination**
  - ◊ Changing seasonality mindset
  - ◊ Developing product to leverage content on 12 months operation
  - ◊ Source market specific solutions for year around passenger flow
- **Abu Dhabi as a 12 months destination**
  - ◊ Synchronizing AUH based capacities to service/blend ethnic, corporate, leisure and special interest travel
  - ◊ AUH as entry and departure point for all Emirates

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Our Strategic Themes

2. Promotion and sales: the focus on commercial activities that aim to promote the destination and sell opportunities.

3. Strategic partnerships: the focus on the big picture and stakeholders egngagement and invlolvemnt to ensure creating value to Abu Dhabi.

4. Asset development: the focus on developing the infrasrtructure to enable us achive our aims.

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Key Partners & Stakeholders

دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE AND TOURISM

موانئ أبوظبي
ABU DHABI PORTS

مطارات أبوظبي
ABU DHABI AIRPORTS

ميرال
MIRAL

الإتحاد
ETIHAD
AVIATION GROUP

Hotels

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