

ATM-Dubai

Exceptional German Interest In Arabian Travel Market

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More than 40 seminars and press conferences were organized during this year's Arabian Travel Market (2nd – 5th May) by boards of tourism, hotel chains, airline companies and travel agencies.



Miss Heike Murad, the Director of the Gulf region at the National Office of German Tourism in Dubai, announced that "Germany unrolls the red carpet... it is time to tie friendships". During the press conference, she added that her country made a point of taking part regularly in this exhibition, since it was first held, 13 years ago because of its great interest in Arab tourism in the Gulf area; 31 German establishments took part in this exhibition, including six tourist areas, hotels and medical resorts.

"The number of Arab tourists, from the Gulf, visiting Germany accounts for 26%, encouraging us to concentrate on this market", she added.

Dr. Alois Rhiel, Minister for Economy and

Transport in the Hessen area, described its many tourists attractions and medical resorts, for Arab tourists. In conclusion, he indicated that Germany is a country where safety reigns and that the Hessen area and its population observe a life style which is appropriate for Arab tourists and their families.

As representatives of Islamic Tourism magazine, we made a point of stressing that we share this interest completely. Indeed, by publishing the German version of the magazine, our group aims at introducing the Arab tourist to different aspects of tourism in Germany. It should be noted that relations between Germany and the Arab-Muslim world were always based on mutual respect.

We attended the press conference of the Indian Tourism Office in Dubai, which was distinguished by the high level team composed of the ministers of tourism of Kerala, Karnataka, Goa and Uttar Pradesh. It was also attended by Mr. Rajeev Talwar, Assistant Director of tourism in the Indian government and Saxena, Regional Director of the Indian Tourism Office in Dubai. The ministers presented the attractions of their areas: splendid natural landscapes, ecological and cultural tourism, adventure tourism and shopping. The participants praised the Arab area which provides more than 100,000 tourists annually, with long stays and the desire to see various areas of India. ■