

Beat: Travel

## **4th ACCESSIBLE TRAVEL & TOURISM INTERNATIONAL CONFERENCE TO BE HELD IN DUBAI**

**11-12 JANUARY 2024**

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**USPA NEWS** - The 4th Accessible Travel and Tourism International Conference taking place in Dubai on 11th-12th January will be held under the patronage of H.H. Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Civil Aviation Authority, Chairman of Dubai Airports, Chairman and Chief Executive of Emirates Airlines and Group. A wide range of activities will take place during . The Conference is aimed at making all cities friendly to People of Determination and underscoring the need for strengthening legislations, policies, infrastructure, and services, especially in the areas of air, land, and sea transportation, in addition to accommodation and hospitality services, to meet their needs and help them discover the world with ease. During the Conference, €142 billion annual lost opportunities to the global tourism and travel industry for not being compatible for disabled tourists, will also offer an impactful debate over mobility and inclusiveness for over 1.3 billion People with Disabilities. The Conference also aims to shed light on the challenges faced by about 1.3 billion people with Special Needs, according to the UN World Health Organisation (UNWHO) - 50 million of whom live in the Middle East

### **A GLOBAL PROGRAM HOSTING OUTSTANDING SPEAKERS OVER TRANSPORT, MOBILITY AND ACCESSIBILITY Vs 50 M DISABLED IN MIDDLE EAST**

As part of the activities, the Conference will host a workshop organised by the International Air Transport Association (IATA) during the Conference, in the presence of officials and stakeholders, to inform them of the latest requirements and standards applied to provide services that meet the needs of people with special needs during travel. « The UAE is moving forward to become the best tourist destination in the world » HH H.H. Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Civil Aviation Authority, stated. The 50 million people with Disability, called « Determined People » of the Middle East Region, will discover the accessible destinations friendly to them. IATA to organize a workshop as part of conference to highlight its efforts to improve services for the disabled passengers, etc...

The Conference is sponsored and supported by Emirates Airlines as the Official Airline, Dubai Economy and Tourism, Dubai Civil Aviation Authority (DCAA) as a Strategic Partner, as the Destination Partner, Dubai Duty Free as the Silver Sponsor and JW Marriott Marquis Hotel as the Official Host.

Several senior officials and experts from local government agencies like the Dubai Municipality, Roads and Transport Authority, and the Dubai Economy and Tourism, along with international organisations like the UN World Tourism Organisation (UNWTO), UNESCO, and Airports Council International (ACI-World), will speak at the Conference being organised annually by Nadd Al Shiba PR Event Management in Dubai.

In their speeches, the high-level speakers will address the experience of their countries and institutions and best practices leading to accessible tourism, friendly infrastructure, and various facilities and services in sectors such as hospitality, transportation, health, insurance, and communication, which take into account the requirements of different segments of people with needs.

Tourists and visitors of people of determination constitute a large tourist segment that spends billions of dollars annually, and they look forward to visiting cities that are more friendly and meet their needs while travelling, staying, moving, and visiting tourist destinations in these cities. The 50 million people of determination who live in the Middle East represent a promising opportunity to strengthen the tourism industry in the region and provide thousands of new job opportunities. Sheikh Ahmed bin Saeed Al Maktoum, the patron of the Conference, said, » Source: Emirates News Agency

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