

Under the patronage of the Syrian Ministry of Tourism, we have the honor to invite you to participate in

## **ATB 8**

### **Arab Tourism Bourse**

The Eighth International Fair of Tourism Travel and Trips

From **19/10** until **22/10/2010**

On the fairgrounds Damascus - Syria

#### **Arab Tourism Bourse – Your global & tourism market place**

In its 8th successive year, Arab Tourism Bourse is a must attend annual event which presents a diverse range of destinations to Syrian and international travelers. ATB provides an excellent opportunity for global travel and tourism industry to meet, negotiate and conduct business in Syria, one of the fastest growing markets in the Middle East.

**More than 20 countries and 18000 visitors from all over the world are expected to take part in ATB 8**

#### **Syria's outbound Tourism Market**

Syria's outbound Tourism Market is growing at an unprecedented and continuous pace. Boosted by recent growth in the economy and the rising number of high-income class with more expendable income to spend on traveling around the world, the outlook for Syria's outbound tourism market has become more lucrative. As a result, representatives from all over the world come to ATB to develop new international channels, increase the volume of travel and raise the profile of tourism projects in their respective countries.

#### **Syria's inbound Tourism Market**

Tourism and travel industry in Syria is witnessing an increasing improvement; it is getting better and better. So many hotels and resorts are being built to receive the increasing number of tourist, who reached in 2009 for 6.3 millions from all over the world.

ATB has become an annual fixed date in the agenda of tourist promotion boards and tourist companies in so many countries because of **the increasing number of the Syrian tourists to the participant countries according to audited statistics from the tourist promotion boards and the tourist offices of these countries.**

A lot of tourism associations and travel agencies are showing interest in entering the Syrian market.

***The most important destinations are taking part in ATB 8***

A power-packed show, **ATB** will provide the following opportunities:

- Promote your country, destinations & tourist attractions among your target audiences that also include local travel agencies & professionals through specialized matchmaking service.
- Meet, interact and network with the country's government officials; leading industry players; buyers and a greater number of your desired visitors.

- Be recognized as an industry leader through our extensive publicity in the country's leading newspapers, related publications and in the exhibitor's catalogue.
- Learn the industry trends, fresh insights and developments.
- Strengthen your country brand and stay ahead of the growing competition.

During our fair, there will be tourist trips for the foreign participants to the monuments of Damascus. Also there will be a dinner party to introduce the foreign participants to the Syrian.

Therefore, your participation is going to be tourism and business at the same time.

***DO NOT miss the chance to get your share from the most growing tourism market in the region BOOK YOUR PLACE NOW***

For further information, please do not hesitate to contact us

Looking forward to hearing from you

Best regards,

Ahmad Al Madi  
Marketing Manager  
Al Sarayri Int. Co.

Tel: 00963 11 3342772

Fax: 00963 11 3319007

**Mobile:** 00963 933 556514

**Email:** [alsarayri.co@mail.sy](mailto:alsarayri.co@mail.sy)

**Web:** [www.atbfair.com](http://www.atbfair.com)