



INTERNATIONAL
Travel Week | ABU DHABI



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World Cruise Tourism Summit

22nd to 23rd November 2016

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



Host Destination Partner



Official Airline



Headline Sponsor



Official Summit Hotel



Organiser





THE WORLD CRUISE TOURISM SUMMIT 2016



The cruise industry is one of the fastest growing categories in the leisure travel market.

Since 1980 the industry has experienced an average annual passenger growth rate of approximately 7.2% per annum with a current annual market worth of US\$ 40 billion.

Cruise tourism is a booming sector in the travel industry and from a tourists' standpoint is often viewed as an opportunity to test multiple destinations on the same trip.

This creates significant backward linkage benefits for the host destination.

The event is a world first in this format. No other international event welcomes the global cruise tourism policy makers and deal makers, all in one place at the same time.

Participation offers exhibitors access to hard to reach international buyers and delegates who can both support existing sales channels whilst offering fast track access to the worlds largest untapped cruise tourism source markets.





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

Be part of this unique cruise tourism business event

The **World Cruise Tourism Summit** is different to other events because it is exclusively focused on the fast growing cruise tourism sector and offers access to the international buyers driving the biggest cruise tourism industry budgets.

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

The **World Cruise Tourism Summit** will offer sponsors and exhibitors:

1. Pre-qualified meetings with international visitors, buyers and delegates who are matched exclusively to the 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 cruise 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 in this fast emerging tourism sector.
5. Five exceptional days of networking with your industry peers, top international buyers and cruise tourism experts from around the globe.
6. The exhibition is exclusively designed to deliver maximum ROI for all participants by creating new business opportunities and additional revenue sources in this booming market sector.



THE WORLD CRUISE TOURISM SUMMIT 2016 HOSTED BUYER PROGRAMME

We deliver the world's top buyers to you!

The **World Cruise Tourism Summit** delivers your future business partners and is the must attend business to business trade summit for key stakeholders and organisations working in one of 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.

The **World Cruise Tourism Summit** Hosted Buyer Programme welcomes the international cruise tourism industry's top level buyers and planners to attend the summit and conduct meaningful business with the exhibitors.

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

In addition, the **World Cruise Tourism Summit** 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 a 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, the **World Cruise Tourism Summit** conference and exhibition access, tours and pre booked meetings with key international suppliers.





MARKET OVERVIEW AND FORECAST

Do not miss the opportunity to take part in this unique event and present your products and services to a global trade audience

The cruise tourism industry is currently worth US\$ 40 billion annually

Annual average passenger growth of 7.2%

In 2014 cruise ships attracted 22 million passengers

The cruise industry is one of the fastest growing sectors in the leisure travel market

Cruise tourism contributed US\$ 2.4 billion of direct expenditures in participating destinations in 2014





Benefits of Exhibiting

Network with the largest global gathering of hosted international cruise tourism facilitators



Maximise your sales opportunities by meeting key hosted buyers from around the world by enrolling in our hosted buyer programme



Connect with international and regional buyers and sellers



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



Interact with top buyers in the multiple informal social gatherings exclusively available to exhibitors



Maximise your potential future business opportunities in this world first business forum



Generate new revenue streams in this booming tourism sector



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





WHO WILL VISIT THE WORLD CRUISE TOURISM SUMMIT?

Key buyers from the top international cruise tourism source markets including

- . Germany
- . Italy
- . UK
- . Scandinavia
- . USA
- . Untapped markets including China, India, Malaysia and Indonesia
- . International cruise line operators
- . Qualified buyers working in the cruise industry
- . National and international sea ports
- . Cruise lines and international associations
- . Hotels and airlines
- . Travel agents
- . Tourism boards and port authorities
- . Industry professionals attending the inspirational educational programmes delivered in the plenary seminar sessions and sector workshops on the show floor





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

Seminar topics and timetable coming soon.

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





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BOOK YOUR STAND NOW!

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

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or

Louise Sweeney

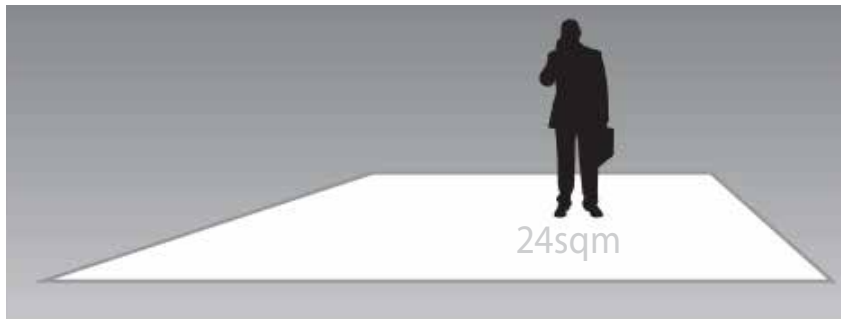
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There are various participation options available including space only, shell scheme and upgraded stand options in addition to a variety of sponsorship opportunities designed to maximise your presence at the **World Cruise Tourism Summit**.



Space only stand

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

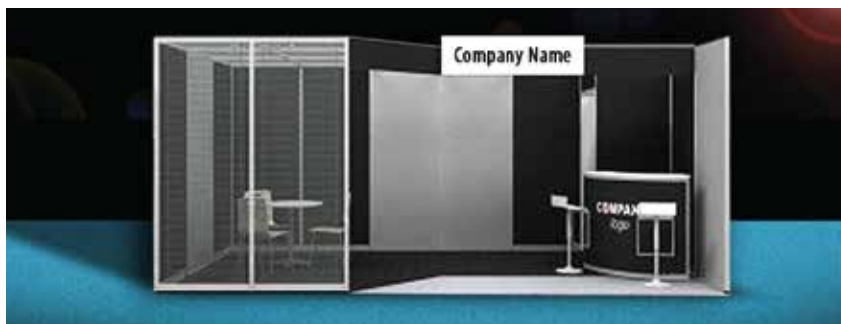
Cost: US\$ 385 per sqm (minimum of 24sqm).



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 **World Cruise Tourism Summit** 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.





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THE WORLD CRUISE TOURISM SUMMIT IS PART OF INTERNATIONAL TRAVEL WEEK

The **World Cruise Tourism Summit** 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.

• Cruise Tourism	<i>The World Cruise Tourism Summit</i>
• Halal Tourism	<i>The World Halal Tourism Summit</i>
• Halal Awards	<i>The World Halal Travel Awards</i>
• Medical Tourism	<i>The World Medical Tourism Summit</i>
• Sports Tourism	<i>The World Sports Tourism Summit</i>
• Shopping Tourism	<i>The World Shopping Tourism Summit</i>
• Eco Tourism	<i>The World Eco Tourism Summit</i>
• Education Tourism	<i>The Middle East Education Tourism Summit</i>
• Family Friendly Tourism	<i>Family Friendly Travel Show</i>
• International Travel Week	<i>Ministerial Forum</i>

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 achievement in the Halal tourism arena.

On the final day VIP access for hosted buyers to the Etihad Formula 1 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.





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THE WORLD CRUISE 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 the ***World Cruise Tourism Summit***, please get in touch with us.

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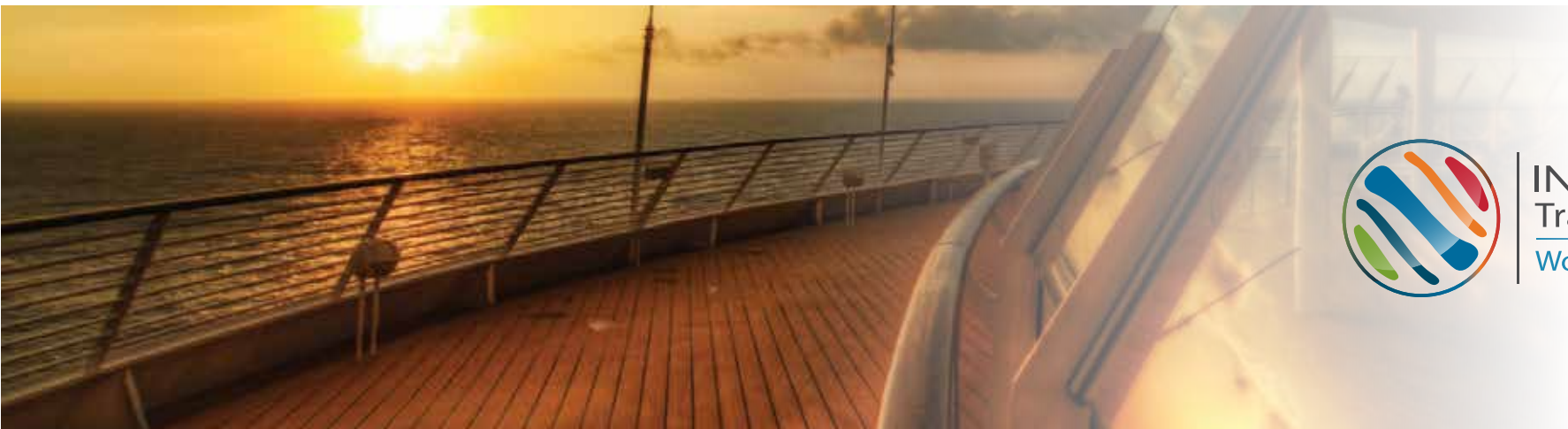
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