

Under the patronage of
His Highness Sheikh Ahmed bin Saeed Al Maktoum
President of Dubai Civil Aviation Authority
Chairman of Dubai Airports
Chairman and Chief Executive, Emirates Airline & Group



Tourism for Everyone
**Dubai Accessible Travel
and Tourism International Summit**

3rd Dubai Accessible Travel and Tourism International Summit

16 - 17 November 2022
Hall 5, Dubai World Trade Centre

Journey towards Travel without Barriers



Organised by

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PR & EVENT MANAGEMENT





Message from the Patron



The UAE has placed the comfort and care of People of Determination as a core pillar of its community's wellbeing. In line with the vision of our leadership to be amongst the friendliest countries in the world for People of Determination, we are pleased to host DATTIS, to showcase how we have made our cities more accessible and enjoyable for millions of tourists with disabilities from around the world.

The Summit will give us a chance to meet like-minded leaders and experts from across the globe to share our insights, experiences and best practices.

The Summit will also help us further improve our cities and tourist facilities, including hotels, resorts, airports, transport services, shopping malls, beaches, parks and museums, to serve the requirements of tourists with disabilities from around the world and ensure they get the best possible services and experience in our country."



Ahmed bin Saeed Al Maktoum



Why Accessible Tourism?

The global tourism industry is working towards regaining the vitality it lost due to the coronavirus pandemic and is now moving forward with renewed enthusiasm and confidence in returning to its pre-pandemic performance and growth levels.

Towards its expansion goals, the industry needs to prioritise making more energised efforts towards making accessible tourism more comprehensive and a top priority growth area to not only return quickly to pre-pandemic levels but to lay solid foundations for sustainable tourism development that takes into account the rights and needs of tourists with Special Needs.

The Dubai Accessible Travel and Tourism International Summit (DATTIS), to be held for the third time in November 2022, to discuss opportunities available to enhance cooperation and identify the best global practices that cities can implement to improve services to more than one billion people with Special Needs and provide them with their rights of movement and live independently and enjoy their life from the moment they think about embarking on a holiday, to the moment they reach their intended destinations and returning from them.

What gives hope for a major transformation in the coming time in the Accessible Tourism domain is that the United Nations, Airports Council International (ACI), UN World Tourism Organization (UNWTO), IATA and other relevant organizations and government authorities have accomplished a tremendous work during the past two years by issuing guidelines, directives, policies and standards to promote accessibility in airports, aircraft, hotels, shopping malls and the rest of the tourist destinations.



The tourism industry needs more than ever to rely on innovation, smart solutions, applications and qualified human competencies, if it wants to continue to grow and double its size in the coming years. The European Network for Accessible Tourism (ENAT) estimates the volume of missed opportunities for the global tourism industry at about 142 billion euros annually, in addition to millions of job opportunities, as a result of the reluctance of tens millions of people with disabilities to travel due to the lack of appropriate services and facilities for them that hinder their desire to enjoy a vacation free of inconveniences. If accessible tourism growth opportunities are tapped fully, it will have huge financial benefits for the industry and growth potential in the future with their spending huge money to enjoy their lives to the fullest.

Ghassan Suleiman Amhaz
Secretary General



Highlights and Achievements

DATTIS 2nd Edition

An impactful Impression

- ✿ HH Sheikh Ahmed bin Saeed Al Maktoum, inaugurating the event, confirmed the government's commitment, vision and strategy for Accessible Tourism
- ✿ There had been wide and exceptional publicity in print and electronic media in both Arabic and English, locally and internationally, highlighting Dubai's commitment to Accessible Tourism that will contribute towards building image and credibility of Dubai and its initiatives and future plans
- ✿ Through the keynote address delivered by His Excellency Issam Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing (DCTCM), it was highlighted Dubai provides touristic experiences that take into account all needs of visitors
- ✿ Dubai Tourism, Community Development Authority's (CDA), Dubai Health Authority (DHA) and Dubai Municipality's role and initiatives for bettering accessibility in the emirate were highlighted by their senior management representatives and experts
- ✿ The Summit highlighted the high volume of missed opportunities on the economy side and global tourism businesses, amounting to 142 billion euros annually as millions of People of Determination gets reluctant to travel due to lack of appropriate services and facilities in several cities of the world
- ✿ The summit came out with 41 key recommendations to deal with the main challenges faced by People of Determination in the areas of mobility, hospitality and travel worldwide to allow them to enjoy their lives and travels.
- ✿ The Summit had been a qualitative and an excellent addition to the efforts of Dubai in highlighting the strengths of its tourism offering for people of all physical abilities
- ✿ Enthusiastic response to Dubai's efforts in accessible tourism domain and kit successfully convincing them the city is a far better place for tourists with disabilities than other established destinations
- ✿ Provided multi-industry support to various organisations to work with Dubai Tourism to develop strategies and programmes for building awareness, and working for superior positioning to enhance its reputation and consolidate its market-leading position
- ✿ International organisations including the UNWTO, WHO, ACI and IATA have commended the efforts of Dubai in promoting accessible tourism



Event in Numbers

400+
Delegates

24
Expert Global Speakers

12
Government Entities

26
Participating Countries

1
Outstanding Hybrid Event



Thank you to all our Eminent Speakers of the 2nd Edition



His Excellency Issam Kazim
CEO, Dubai Corporation
for Tourism and Commerce
Marketing



Majid Usaimi
Member, Higher Committee for the Protection
of the Rights of Persons with Disabilities at
Dubai Executive Council, President of Asian
Paralympic Committee, Vice President of
the UAE Disabled Sports Federation and
Executive Director, Dubai Club for People of
Determination



**Her Excellency Dr. Alia
Humaid AlQassimi**
Social Development
Expert at the Community
Development Authority



**Dr. Manal Omran Taryam
Al Shamsi**
CEO Primary Health Care,
Dubai Health Authority
Member of the board
and CEO, Noor Dubai
Foundation, UAE



Eng. Ayesha Ahmed Al-Mulla
Director of Research and
Building Systems Section,
Building Permits Department,
Dubai Municipality



Marina Diotallevi
Head of Ethics, Culture
and Social Responsibility
Department, UN World
Tourism Organization
(UNWTO)



Nathalie Herbelles
Senior Director, Security
and Facilitation at Airports
Council International (ACI)



Kashif Khalid
Regional Director - Africa &
Middle East, International Air
Transport Association



Dr. Rayana Bou-Haka
Manager - Country Focus
and Support (CFS), Eastern
Mediterranean Regional
Office, World Health
Organization (WHO)



Dr. Hashim S. Hussein
Head of the United Nations Industrial
Development Organization, Investment
and Technology Promotion Office in
the Kingdom of Bahrain (ITPO Bahrain),
and the Arab International Centre for
Entrepreneurship and Investment (AICEI)



**Mosbeh Saeed Mosbeh Al
Neyadi**
Chairman, UAE Deaf
Association, UAE



**Manar Abdul Qader Al
Hammadi**
Human Resources Specialist
at the General Directorate
of Residency and Foreigners
Affairs-Dubai (GDRFA-
Dubai), UAE



Ayesha Almehairi
Paralympic Athlete, Customs
Clearance Officer, Dubai
Customs, UAE



Iacopo Melio
Italian Politician, Regional
Councilor and Human Civil
Rights Activist, Tuscany
Region, Italy



Diego Blasi
Chief of Staff to Regional
Councilman Iacopo Melio,
Tuscany Region, Italy



Jeff Strachan
Business Development Director,
Dubai College of Tourism, UAE



Sheikha al Mosafari
Director of Early Intervention
Centre Dubai, Ministry of
Community Development,
UAE



Fred Maahs,
Founder and CEO, Maahs
Travels, USA



Naseib Obaid Sebait
Paralympic Athlete,
Employee of Dubai
Municipality, UAE



Civil Engineer Dania Aladhami
Environmental Health and Safety
Department, Zayed Higher
Organization for People of
Determination, UAE



Anna Grazia Laura
President, European
Network for Accessible
Tourism (ENAT)



Ann Frye
Disability and Access
Ambassador for Airports, UK



Keiji Kawahara
Executive Director,
International Association for
Universal Design, Japan



Yasmeen Al-Qallaf
Founder and Director
General of Al-Faisal
Universal Rehabilitation
Center, Kuwait



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DATTIS 3rd Edition

Distinguished Summit Speakers

Distinguished speakers from across various fields have been invited to address the Summit. The Summit will bring together international organisations, government authorities and experts to share the achievements of their cities in developing projects in different areas including infrastructure, transportation, civic bodies, tourism and medical tourism, aviation, banking and financial services, along with accessibility solution providers and qualified human resources experts capable of dealing and supporting more than 180 million tourists with disabilities worldwide.



Why should you not miss the Summit?

- Tourism dedicated towards People of Determination has remained largely untapped despite vast technological advancements and innovations in the way they can explore the world
- Assuming 15% of the world's total 1.2 billion tourists are faced with disabilities - it's a huge potential market as they spend three times more than the average tourist
- A platform with multi-dimensional benefits for your company/organization to express/display strong association with People of Determination
- Be seen as a company/organisation that strongly supports the governmental efforts to make life better for every individual in our society
- Meet the government ministers, decision-makers, social influencers and other crucial market players for networking and professional benefits
- The summit takes forward the mission of enabling People with Disabilities to enjoy the world of tourism, with the governments, tourism bodies, travel industry players, urban planners and others working in tandem
- The summit is a step towards moving further in determining what people with disabilities require
- Help the tourism industry to get the right strategies and programmes in place
- It will be an ideal platform to know how technology and innovation are getting better to make life easy and more accessible
- A timely platform to network and share strategies and experiences and understand the market needs and expectations



Who will you meet at the Summit?

Government ministers, representatives from international organisations, officials from law enforcement agencies and departments and agencies involved with projects/programmes relating to people with disabilities, voluntary

bodies' leaders, top officials responsible for procurement from vendors and manufacturers of technologies and systems, media representatives, city planners and travel and tourism officials.



Tourism for Everyone **Dubai Accessible Travel and Tourism International Summit**

For advertising and sponsorship opportunities tailored to your objectives and your budget, contact us now.

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