

# New eTN - ATM partnership: Travel industry news from Dubai on the hour

*eTurboNews and the Arabian Travel Market: A winning partnership*

DUBAI, UAE, December 22, 2014 /EINPresswire.com/ -- [eTurboNews \(eTN\)](#) signed a media partnership agreement today with Arabian Travel Market (ATM) 2015 scheduled to be held in Dubai, UAE. Ever since ATM began, eTN was on the scene with timely reporting and event updates.

The UAE, Qatar, Oman, and the rest of the Gulf region is one of the fastest-growing sources of information for travel and tourism, and also the fastest-growing readership for the Hawaii-based global news publication, eTurboNews.

eTN publisher Juergen T. Steinmetz said: "With 230,000 travel industry subscribers from around the world, 1.3 million consumers, and more than 17,000 journalists reading eTN every day, and sometimes every hour, eTN is the largest and most frequent news source for travel industry updates from the Gulf region. As the only travel and tourism industry news wire reporting every hour, we are the best equipped to keep up with fast-moving news trends. We are excited to officially partner with this important industry event, and I am looking forward to visiting Dubai again in May."

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*Juergen Steinmetz, eTN  
Publisher*

This year's ATM event will focus on the family travel market which is growing yearly at a rate of around 4.75%. That represents a market that will reach \$180 billion by the year 2018. And that is why this year's Arabian Travel Market scheduled for May 4-7, 2015, at the Dubai International Convention & Exhibition Center, is making family travel the focus of its event, and it is also why eTurboNews (eTN) has become a media partner for the event.

“The Arabian Travel Market has provided a place to do face-to-face business with companies from around the globe and this year's event is promising to be even bigger and better



eTurboNews (eTN) Logo



Arabian Travel Market

than ever before,” said eTN publisher Juergen T. Steinmetz.

Family travel accounts for more than 12.5 percent of the \$1.07 trillion global tourism market, and the Dubai Capital of Islamic Economy initiative has identified the UAE as a top source market for family travel, with spending power worth over \$10 billion. Saudi Arabians are the world’s biggest spenders when overseas, racking up a per capita average of US\$6,666 per trip, says research data from technology and payments business, Visa. In contrast, the average British family of four spends US\$5,800 on their annual holiday reports UK-based shopping platform “Give As You Live.”

The ATM 2015 line-up will include a number of dedicated seminar sessions addressing issues such as these contrasting spending patterns with panel-led discussions on how Gulf destinations can boost their appeal to the lucrative family tourism market and develop family-specific amenities, the pressing need for value-for-money accommodation options and – at the other extreme – the rise in aspirational travel from high-spending families for whom the experience outweighs the expense.

The theme of family travel will be added to the ATM 2015 collection of exhibition trails including budget travel, health and wellbeing, shopping, transportation, luxury travel, sports travel, culture and heritage, and adventure travel. Last year’s event showed a 12% increase in traffic at the event, with 33,000 exhibitors and visitors attending.

For more information on eTN go to [www.eturbonews.com](http://www.eturbonews.com) - for more information on ATM to to: [www.arabiantravelmarket.com](http://www.arabiantravelmarket.com)

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