



Digital strategies at the forefront as the Middle East travel sector competes to serve connected travellers

Communication between hospitality groups and airline carriers is evolving with customers linked through social media and a vast variety of digital platforms.

DUBAI, NON-US, UNITED ARAB EMIRATES, August 30, 2016 /EINPresswire.com/ -- The Middle East travel sector is changing - the world of e-commerce is dominating the industry and online travel agencies continue to disrupt the sector. As travelers in the region and potential travelers to the region become increasingly connected, the communication between hospitality groups and airline carriers is evolving with their customers linked through social media and a vast variety of digital platforms.

Stakeholders are focused on taking their digital strategies and e-commerce platforms to the next level in order to remain competitive. In light of these trends, the e-Travel Middle East Conference will be held from 1 - 2 November 2016 in Dubai, UAE to help digital heads from the region's travel agencies, hotels, airlines and other industry stakeholders discover the latest digital strategies and technologies that are transforming the region's digital travel industry.

www.etravelmiddleeast.com/news

Speakers include:

- Diego J. Lofeudo, Travel Industry Expert
- Ivan Jakovljevic, Sector Lead: Travel, Finance & Government, MENA, Google
- Muhammad Chbib, Co-Founder & CEO, Tajawal
- Remo Giovanni Abbondandolo, General Manager Middle East, Travelstart
- Parthasarathi Mandal, Director - Digital Marketing, Hyatt International
- Jad Humeidan, Head of Global e-Commerce, Oman Air
- Imed Eddine Boulehya, Regional Manager Direct Sales & OTA Manager GCC, Levant, Iran & Yemen, Qatar Airways
- Basel Qubouq, Director of Sales & Marketing, Sofitel Bahrain Zallaq Thalassa Sea & Spa
- Ryan Ducie, Digital Marketing Director, Shangri-La International Hotel Management
- Danelle Ruth Palang, Director of Marketing and Communications, Dusit Thani Hotel
- Amro Khoudeir, Director Digital Strategy, Mövenpick Hotel
- Mamoun Hmedan, Managing Director, Wego
- Michelle Smith, Marketing Manager, Flight Centre
- Mohammad Alansari, Vice President, Flyin.com

The e-Travel Middle East Conference will take place from 1 - 2 November 2016 in Dubai, UAE, and will feature a mix of keynote sessions, case studies and interactive networking sessions. Sponsors supporting the summit include Travelport, Sabre Travel Network, Sojern, ISO Travel Solutions GmbH, eNett, AgentCars and dcs plus.

Find the full agenda, speaker list and registration form at www.etravelmiddleeast.com/news or call

+971 4 364 2975 or email enquiry@iqpc.ae for more information.

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