

# TCIG at Arabian Travel Market 2025: Strengthening Bonds and Exploring the Future of Travel Tech

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/EINPresswire.com/ -- [TCIG](#) at Arabian Travel Market 2025: Strengthening Bonds and Exploring the Future of Travel Tech

The Arabian Travel Market (ATM) 2025 in Dubai once again proved to be one of the most important events in the global travel and tourism calendar. For The Cohen International Group (TCIG), attending this prestigious event was not just an opportunity to showcase our ongoing initiatives but also a moment to reaffirm our commitment to building enduring partnerships, embracing innovation, and supporting the transformation of the travel industry.

As a Bahrain-based [travel solutions provider](#) with a broad portfolio of services and global partnerships, TCIG has always believed in the power of personal connection and industry collaboration. ATM 2025 provided the perfect environment to engage with industry leaders, clients, and partners from around the world, all under one roof.

## Reconnecting with Long-Term Partners

One of the highlights of our presence at ATM 2025 was the opportunity to reconnect with several of our long-standing clients and strategic partners. These included WebBeds, Travelport, Expedia, and Amadeus—names that represent the backbone of the global travel infrastructure.

Over the years, our collaborations with these major players have evolved into strong, trusted relationships. Together, we have navigated industry shifts, embraced new [loyalty technologies](#), and adapted to changing customer needs. At this year's event, we had the chance to reflect on our joint achievements, share updates on current projects, and look ahead at the possibilities that lie before us.



Continuing to strengthen these relationships is not just a goal—it's a strategic imperative for TCIG. Our shared commitment to delivering seamless, high-quality travel experiences remains a guiding principle. Whether it's supporting API integrations, optimizing distribution models, or offering localized solutions across the region, TCIG stands as a dependable partner in every step of the journey.

#### Embracing Innovation with TPConnects

Another significant part of our experience at ATM 2025 was our meeting with TPConnects, a forward-thinking company at the forefront of airline retailing and distribution technology. Known for their IATA NDC (New Distribution Capability) and ONE Order-based platforms, TPConnects is helping reshape how airlines and travel sellers interact with content and customers.

Our conversation with TPConnects revolved around the rapid evolution of airline retailing and the increasing importance of personalized, dynamic offers. As TCIG continues to support the digital transformation of travel, partnerships with tech innovators like TPConnects become essential. We explored areas where we can collaborate further to improve the efficiency of airline retailing, enable smarter content distribution, and ultimately enhance the traveler experience.

This alignment with TPConnects underlines TCIG's broader strategy of integrating advanced technology into our service offerings. As the industry shifts from traditional fare filing models toward real-time, dynamic pricing and bundled offers, TCIG is prepared to support its partners through every stage of this transformation.

#### Expanding Cruise Sector Partnerships: MSC Cruises

Another exciting development during ATM 2025 was our productive discussion with MSC Cruises, a key player in the global cruise industry. Cruise travel continues to experience strong growth, with increasing demand from markets across the Middle East, Asia, and beyond. At TCIG, we recognize the enormous potential that lies in expanding our footprint in this segment.

Our existing collaboration with MSC Cruises provided the foundation for deeper discussions on how we can strengthen and grow this relationship. Topics ranged from cruise distribution and localized sales strategies to developing tailored offerings for our partners in the B2B space.

The cruise market represents a dynamic growth area for TCIG. By enhancing our cruise partnerships, we aim to deliver greater value to our clients and expand the travel options available to their customers. Our goal is to create a seamless bridge between cruise suppliers and travel sellers, supported by TCIG's robust distribution network and service expertise.

As we continue to build out our cruise product offering, discussions like the one we had with MSC Cruises at ATM 2025 play a vital role in shaping our approach. These strategic conversations will help us design cruise programs that are not only more accessible but also more aligned with emerging traveler expectations and booking trends.

## A Commitment to Future-Focused Growth

The Arabian Travel Market is more than just an annual event—it's a reflection of the travel industry's current state and a glimpse into its future. For TCIG, participating in ATM 2025 was a chance to reinforce our brand presence, but more importantly, to affirm our role as a proactive player in the evolving travel landscape.

We came away from the event with renewed energy and a clearer understanding of where the industry is headed. Whether it's advancements in artificial intelligence, the increasing importance of personalized travel experiences, or the shift toward more sustainable and responsible tourism, TCIG is ready to meet these changes with agility and purpose.

In a world where digital transformation is no longer optional, we are proud to be driving innovation that enables our partners to thrive. From legacy travel agencies to new-age digital platforms, TCIG continues to build tailored solutions that meet diverse business needs while supporting operational efficiency and revenue growth.

## Looking Ahead

As we reflect on our experience at ATM 2025, one thing is clear: the future of travel belongs to those who are ready to collaborate, innovate, and adapt. At TCIG, we are excited about what lies ahead. The relationships we reaffirmed, the partnerships we initiated, and the insights we gained will all play a critical role in shaping our strategic roadmap for the coming year.

We extend our sincere thanks to everyone who took the time to meet with us at ATM 2025. Your engagement, feedback, and shared vision for the future are what make events like this so valuable.

We look forward to continuing these conversations and translating them into impactful collaborations that benefit our clients, partners, and the travel industry at large.

Here's to continued growth, meaningful partnerships, and a future powered by technology and collaboration.

#TCIG #ATM2025 #TravelTechnology #CruiseIndustry #Innovation #Partnerships  
#AirlineRetailing #TravelDistribution #Dubai #TravelIndustry #B2BTravel

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