

# The World Halal Travel Summit & Exhibition – WHTS15

## Why Exhibit?

### WHTS15 – Your Business and Networking Engine!

The World Halal Travel Summit & Exhibition 2015 is the only International Halal Tourism event that delivers access to the most senior decision makers and largest travel agents from the 57 x OIC member states.

Via our hosted buyer program you will meet the professionals who are driving outbound tourism in the world's fastest growing tourism markets.

The biggest Halal Travel buyers and key decision makers from the 57 OIC countries will attend the summit supported by a trade audience of over 5,000 visitors.

### Generate new business leads

The WHTS15 delegate and visitor audience is the largest ever gathering of the industry elite and all are attending to find new business contacts.

No other event offers the breadth and depth of potential new contacts and no other event rivals the opportunity to meet the professionals driving the fastest growing segment of the global tourism industry.

### Cultivate existing buyers relationships

Special featured area for exhibitors to conduct live product demonstrations

Utilize the WHTS15 hosted buyers program and appointment setting systems to secure meetings with key buyers – scheduled to go “live” two months before the event!

### Network and interact with industry leaders and influencers

Vast networking opportunities where you will get to meet and interact with the “who's who” of the industry

### Increase your market share

WHTS15 is a multi-content event and headline themes include:

- **Seminar** with dedicated theaters focusing on intra OIC tourism trends and opportunities, funding tourism projects within the OIC space, the business of OIC cultural tourism and World Dialogue which is a VVIP invitation only event focusing on intra OIC tourism co-operation at ministerial level

- **Expo** covering two halls of the capitals National Exhibition Centre. More than 230 brands will meet 6,000 delegates & visitors
- The largest **hosted buyer** program ever delivered in the tourism event field
- **Technical tours** of both Abu Dhabi Emirate & the wider UAE
- The halal tourism sectors largest ever **networking program** offering delegates over 130 x separate opportunities to network and engage with their peers away from the main summit

## **Build or reinforce brand awareness**

WHTS15 implements a unique Integrated Marketing Solution Strategy which allows you to market your products 24/7 in 3 stages – pre-event, onsite and post-event

## **Know your competition and marketplace**

The only Catalyst Hub for joining tourism agencies, private organisations with the professionals responsible for the world's fastest growing outbound tourism markets. WHTS15 creates the opportunity for strategic partners to co-create innovative tourism solutions that are relevant for today's fast moving travel industry.

You can be part of WHTS15. Call us at +971 (0) 4 360 3109 or email [andy@cactievents.com](mailto:andy@cactievents.com) to find out more!

## **Exhibitor Profile**

The exhibition is designed to bring together a broad spectrum of organizations in the Halal Travel sector to facilitate the cross-pollination of ideas from the following sectors:

- Regional and International Tourism organisations
- Tourism Companies, Associations and Federations
- Airlines
- Airports
- Accommodation Providers
- Business Traveler Services
- Car Rental
- Coach Travel
- Rail Companies
- Convention / Visitor Bureau

- Cruise Lines
- Ferry Companies
- Golf Resorts and Related Service Providers
- Health Resorts and Spas
- Hotels
- Resorts
- Incentive House / Agencies
- Private Travel Arrangers
- Travel Technology Companies
- Ticketing Agents
- Tourist Attractions
- Tour Operators – Gold / Inbound / Outbound / Domestic
- Tourism Boards
- Trade Associations
- Venue Finding Companies
- Wholesalers Accommodation
- Air Travel
- Airports
- City Tourist Boards
- Destination Management Companies
- Ground Handling Services
- Land Travel
- National Tourist Boards
- Regional Tourist Boards
- Technology Companies
- Ticketing Agents
- Tourist Attractions and Entertainment Providers
- Tours
- Water Travel

## Why Visit?

### Fostering Innovation in the global travel industry

The World Halal Travel Summit, is the largest ever gathering of professionals driving the fastest growing sector of the global travel industry.

More than 1,000 delegates & 5,000 trade visitor's will network with 60 country pavilions, 200 + individual exhibitors and speakers from the world's fastest growing outbound tourism markets.

Expo visitors can look forward to:

- First-hand preview of new innovative tourism solutions, driven by WHTS15 and co-created by DinarStandard, visitors can expect to learn first hand how to embrace future business initiatives in the Muslim majority tourism sector.
- Wide gamut of tourism products from 200+ leading industry companies, spread across 10,000 square meters of exhibition space
- Network with 6,000 fellow trade professionals from 50+ countries
- Concurrent seminars to keep abreast with industry developments and trends

You can be part of WHTS15!

## Visitor Profile

- Academics & Researchers
- Private Investors, financiers & Entrepreneurs
- Bankers & Institutional Investors
- Local, regional & international Tourism Ministry Staff
- Tourism Companies, Associations & Federations
- Local, regional & international Travel Agents
- Tour guides
- Airlines
- Airports
- Accommodation Providers
- Business Traveller services
- Car Rental
- Coach Travel
- Rail Companies
- Consulting Companies
- Convention / Visitor Bureau
- Cruise Lines
- Destination Management Companies
- Educational Establishments
- Event Management Companies
- Ferry Companies
- Financial Services Companies
- Golf Resorts and Related Service Providers
- Ground Handling Agencies
- Group Travel Organizers
- Health Resorts & Spas
- Hotel / Resort
- Incentive House / Agencies
- Marketing Services Companies
- Meeting Planners
- Press / Media
- Private Travel Arrangers
- Technology Companies

- Ticketing Agents
- Tour Operators – Golf /Inbound /Outbound/ Domestic
- Tourist Attraction
- Entertainment Providers
- Tourism Boards
- Trade Associations
- Travel Agencies – Business Travel/ Group Travel/ Online Travel/ Retail Travel
- Venue Finding Companies
- Venue Owners
- Wholesalers Accommodation
- Air Travel
- Airports
- Business & Financial Services
- City Tourist Boards
- Destination Management
- Destinations
- Event Management Services
- Event Support Services
- Golf Related Services
- Ground Handling Services
- Land Travel
- National Tourist Boards
- Professional Conference Organizers
- Regional Tourist Boards
- Technology Companies
- Ticketing Agents
- Tourist Attractions & Entertainment Providers
- Tours
- Trade Associations
- Training / Recruitment
- Travel Agencies
- Venues
- Water Travel

## About The Seminars

Date : 19 to 21 October 2015, 10:00am – 18:00pm daily

Venue : ADNEC, Halls 6 & 7

Admission : Free of charge to all Halal Tourism trade professionals



**WHTS15**  
The World Halal Travel Summit & Exhibition  
Modeling The Fastest Growing Tourism Sector  
19th-21st October 2015, ADNEC, Abu Dhabi, UAE

القمة العالمية  
للسحاحة الحلال  
19 - 21 أكتوبر 2015 - أبوظبي، الإمارات العربية المتحدة

# 2015 Seminar Programme

19th-21st October 2015, ADNEC, Abu Dhabi, UAE

## Make sure you attend the World Halal Travel Summit Seminars – Free for 2015!

**World Halal Travel Summit Seminars** – presenting three days of thought-provoking, educational seminars, providing insights, original market information and highlighting opportunities in the fastest growing area of global tourism – the Halal Travel Market.

Leading international experts from tourism leaders, innovators, investors and industry stakeholders will share their knowledge and expertise with delegates over the 3 days of the show in the dedicated theatres.

Speakers will impart their know-how and experience from a wide range of Halal focused organisations including:

- Geometry Global Dubai – MENA
- HalalBooking.com
- United Nations
- Google
- DinarStandard
- Serendipity Tailormade
- Centre for Halal Quality Certification, Croatia
- Islamic Tourism Center, Malaysia
- Adenya Beach Hotel Turkey
- Jordan Tourism Board
- Abu Dhabi Tourism & Culture Authority
- Arab Tourism Organization
- Hospitality Management Holdings
- PT Sofyan Hotels
- Baron Group
- Travelport
- Iran National Cultural Heritage, Handicraft & Tourism Organization

*Just some of the invaluable seminar topics will include:*

- Case studies on transforming Halal travel concepts into successful business practices
- Halal certification issues in the Halal travel industry - discussing the need for unified international quality standards
- Interactive panel discussions assessing Halal friendly travel from the industry perspective; opportunities and challenges
- How to develop a Muslim friendly property and to how to market to a Halal customer base
- Halal tourism success stories and international case studies
- Insight into family friendly and group friendly approaches to pricing formulas and travel technology
- What is Halal investment and how to invest in the Halal tourism industry
- How to develop a Muslim friendly property and to how to market to a Halal customer base
- Tourism infrastructure and hotel development in the Halal tourism sphere
- Government support and attraction of tourism investors
- Travel and tourism – the next decade

To register to attend the seminar programmes at no cost visit [www.whtsexpo.com](http://www.whtsexpo.com)

## REGISTER HERE

## Stand Options

### 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\$365 per sqm (minimum of 24sqm required)

### 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\$427 per sqm (minimum 9 sqm).

### 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\$455 per sqm (minimum 15 sqm required).

You can be part of WHTS15.

Call us at +971 (0) 4 360 3109 or email [andy@cactievents.com](mailto:andy@cactievents.com) to find out more!