



THE EUROPEAN TRAVEL AGENTS'
AND TOUR OPERATORS' ASSOCIATIONS

PRESS RELEASE

ECTAA is holding its semi-annual meeting in Ras Al Khaimah, the Preferred Destination for 2019-2020

ECTAA, the European Association of Travel Agents and Tour Operators, is delighted to hold its semi-annual meeting in Ras Al Khaimah, one of the seven emirates that make up the United Arab Emirates (UAE), from 8-10 December 2019.

Ras Al Khaimah has a rich heritage, which dates back over 7,000 and has a lot to offer to guests: from the highest mountain peak, to sweeping white sandy beaches, a relaxed and very safe infrastructure, world-class hotels, a rich local cuisine and lots of fun attractions, among which the world's longest zipline, the Jebel Jais Flight.

A delegation of more than 45 CEOs and Presidents of travel agents and travel agents' associations will come to Ras Al Khaimah for the three days' event offering business content and a programme of social activities to explore the unique destination.

This semi-annual meeting in Ras Al Khaimah is part of the 'Preferred Destination' agreement signed between ECTAA and Ras Al Khaimah Tourism Development Authority to help promote Ras Al Khaimah within the European travel agency network as a compelling destination for leisure and business travel. Travel agents can play a key role in the Emirate's plans to draw in 1.5 million visitors by 2021 and 3 million visitors by 2025.

Raki Phillips, CEO of Ras Al Khaimah Tourism Development Authority said: "We are delighted to have the opportunity to promote Ras Al Khaimah among key travel agents and tour operators across Europe, while showcasing the Emirate's 64km of beautiful beaches, historic forts, scenic mountains, terracotta deserts and some of the most diverse and enchanting landscapes in the region. We will continue to showcase the unrivalled experiences of the destination to our core audiences through such events."

Said President of ECTAA, Mr. Pawel Niewiadomski: "With European travellers showing an increasing interest in visiting Ras Al Khaimah, the ECTAA meeting will provide a great opportunity to showcase the destination to the travel agency community".

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ECTAA regroups the national associations of travel agents and tour operators of 29 European countries, of which 27 are within the European Union, and represents some 70.000 enterprises. It also has four International Members from Israel, Malaysia, Morocco and Tunisia.

ECTAA has signed a Preferred Destination agreement with Ras Al Khaimah Tourism Development Authority in June 2019. The Preferred Destination is a programme aimed at offering to the National Tourism Authority of the selected destination a wide range of services and privileged access to the 35 associations of travel agents and tour operators members of ECTAA, which cover all the outbound markets across Europe.

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