

The Department of Culture and Tourism - Abu Dhabi Partners with Top Global Travel Service Provider Trip.com Group

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The agreement signed at Arabian Travel Market 2022 puts Abu Dhabi at the forefront of global tourism innovation, while making the destination even more accessible to global markets

ABU DHABI, May 11, 2022 /PRNewswire/ -- The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) has signed a strategic partnership with Trip.com Group, a leading global travel service provider, in an online ceremony at Arabian Travel Market. The partnership's social and economic initiatives will encourage and entice visitors worldwide to visit Abu Dhabi, promoting the UAE capital as a top-tier travel destination in 13 markets across Asia and Europe, including in India, China, South Korea, Japan, USA, UK, Germany, France, and the Netherlands.



The partnership marks the first time DCT Abu Dhabi has engaged Trip.com Group as a whole, rather than with its various singular entities, increasing consistent visibility across its five popular business and consumer global travel platforms. Over a period of 12 months, Trip.com Group's primary focus is to achieve 57,000 room nights in Abu Dhabi through marketing on its five portfolio channels. These B2B and B2C subsidiaries include Trip.com, a global travel service provider with an extensive hotel and flight route network; Skyscanner, the world leader in global flight meta-search; Travix, a global OTA operating in 39 countries; Ctrip and MakeMyTrip.



HE Saleh Mohamed Al Geziry, Director General for Tourism at DCT Abu Dhabi said "We are very pleased to announce our global agreement with Trip.com Group, a partnership that will share Abu Dhabi's story with international visitors – beginning with the summer season and beyond. Through strategic partnerships such as this and our ever-expanding tourism and culture offering, we are further elevating Abu Dhabi as a top-of-mind destination, providing travellers around the world with diverse, immersive and enriching experiences to discover at their own pace."



Jane Sun, Chief Executive Officer at Trip.com Group said "We are pleased to announce, Trip.com Group and the Department of Culture and Tourism – Abu Dhabi continue to strengthen our cooperation through a new strategic partnership. Together, we will launch a series of promotional initiatives to market and develop Abu Dhabi's tourism industry and promote and conserve its rich heritage and culture."

As part of this landmark partnership, DCT Abu Dhabi and Trip.com Group will also introduce industry initiatives, including a talent development programme that will see staff members seconded across worldwide offices to expand their professional and industry experience. A second initiative will centre on increasing the awareness of Abu Dhabi's sustainable tourism activities.

About the Department of Culture and Tourism – Abu Dhabi:

The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi's culture and tourism sectors, fuels economic progress and helps achieve Abu Dhabi's wider global ambitions. By working in partnership with the organisations that define the Emirate's position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the Emirate's potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies and systems to support the culture and tourism industries.

DCT Abu Dhabi's vision is defined by the Emirate's people, heritage and landscape. We work to enhance Abu Dhabi's status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives and creative thought.

For more information about DCT Abu Dhabi and the destination, please visit tcaabudhabi.ae and visitabudhabi.ae

For Abu Dhabi Calendar, please visit inabudhabi.ae

About Trip.com Group

Trip.com Group is a leading global travel service provider comprising of Trip.com, Ctrip, Skyscanner, and Qunar. Across its platforms, Trip.com Group helps travellers around the world make informed and cost-effective bookings for travel products and services, and enables partners to connect their offerings with users through the aggregation of comprehensive travel-related content and resources and an advanced transaction platform consisting of apps, websites and 24/7 customer service centers. Founded in 1999 and listed on NASDAQ in 2003 and HKEX in 2021, Trip.com Group has become one of the best-known travel groups in the world, with the mission "to pursue the perfect trip for a better world".

Find out more about Trip.com Group here: group.trip.com

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