

**TPB CIRCULAR NO:** 2021-009

**FOR :** ALL TPB MEMBERS AND DOT-ACCREDITED TOURISM ESTABLISHMENTS

**DATE :** 12 April 2021

**SUBJECT :** PHILIPPINES' PARTICIPATION IN THE ARABIAN TRAVEL MART 2021  
AND THE ATM VIRTUAL  
16-19 May and 24-26 May 2021

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We are pleased to inform you that the Tourism Promotions Board (TPB) will be participating in the **Arabian Travel Market (ATM) 2021 and the ATM Virtual scheduled 16-19 May and 24-26 May 2021 respectively, with the physical exhibition held at the Dubai World Trade Centre.**

ATM has been the leading global event for the Middle East inbound and outbound travel industry for the last 27 years. The 2019 ATM broke previous records, with nearly 40,000 travel professional participants from all four corners of the globe. The participants were composed of more than 30,000 buyers and travel professionals and over 10,000 exhibitors representing 151 countries and regions, generating US\$3.3 Billion in sales.

With the unforeseen circumstances last year and the eventual postponement of ATM 2020, the event organizers exerted effort for the success of ATM Virtual, highlighted by the one-on-one business meeting and 22 webinars on relevant tourism topics of the period. The maiden online event was scheduled in 01-04 June 2020 with 11,977 registrants, 11,301 pre-scheduled appointments and 24,000 webinar views.

For ATM 2021, the event is being offered in both platforms. Considering the incumbent travel limitations, TPB has reserved only 60 sqm. of stand space for the physical exhibition, allowing a maximum of 20 stand-sharers/co-exhibitors in ATM Virtual. Given this development, we are inviting the Philippine private sector to join us in this lucrative endeavor. With TPB joining fees waived for 2021, the Philippine participation in ATM Virtual will be open to the first 20 DOT-accredited tourism establishments on a first-come, first-served basis.

Interested parties may submit the accomplished participation forms and pre-event questionnaires in the attachments to signify intent. Deadline for the submission of the said forms is set on 28 April 2021. For further details about the ATM 2021 and ATM Virtual participation, please feel free to contact Mr. Jojo De Veyra via telephone number 0918-9017636 and email address: [jojo\\_deveyra@tpb.gov.ph](mailto:jojo_deveyra@tpb.gov.ph). Alternatively, you may contact Ms. Jaimee Descaliar – 0927-1289330 and [jaimie\\_descaliar@tpb.gov.ph](mailto:jaimie_descaliar@tpb.gov.ph).

Thank you and we look forward to your fruitful participation.

  
**MARIA ANTHONETTE C. VELASCO-ALLONES**  
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