



April 22, 2024

## **Tulum marvels The Middle East at the ATM Dubai 2024**

From May 6 to 9, the 31st edition of the Arabian Travel Market (ATM) will take place at the Dubai Convention Center where Tulum stands as the flagship destination at the Mexican Caribbean Exhibition Stand.

The objective of the participation of the City Council of Tulum, Mexico in the most important Travel Fair in the Arab World is to give notoriety to the Visit Tulum tourism brand through the platform of the same name to attract tourists from the United Arab Emirates (UAE). , both Muslims and non-Muslim expatriates, increasing the number of searches and direct reservations to the destination, attracting travelers with greater purchasing power who generate longer stays and make trips in large or small groups.

Through the marketing campaign; From the Caribbean Sea to the Mayan Jungle, together with the official online promotion and marketing platform [www.visittulum.travel](http://www.visittulum.travel), the General Directorate of Tourism and Economy of the Tulum City Council will offer current and potential travelers from the Arab world, the West and Asia a set of unforgettable experiences throughout the year promoting the entire tourist and commercial offer of the destination represented by a wide variety of reliable businesses; from transportation, accommodation, food, crafts to day and night activities or entertainment.

In addition, to face the #ATMDubai2024 edition Tulum, Mexico presents the creation and renewal of its tourist infrastructure which includes: A new international airport, a national park and two train stations. All of this, with a focus on preserving environmental and cultural heritage with world-class services and facilities.