

Department of Economy and Tourism to showcase Dubai's diverse offering and sustainability platforms at milestone edition of Arabian Travel Market

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Dubai's Department of Economy and Tourism (DET) will showcase the diversity of Dubai's destination offering, shine a light on the city's sustainability platforms and highlight new initiatives designed to further strengthen the tourism industry during the milestone 30th edition of Arabian Travel Market.

This year's ATM, from 1 – 4 May 2023 at the Dubai World Trade Centre, will focus on responsible tourism during the UAE's **Year of Sustainability** with the event hosted under the theme '**Working towards Net Zero**'. During the event, DET will highlight how the city's tourism industry is supporting the journey towards achieving the UAE's Net Zero 2050, a strategic initiative with the ultimate goal of achieving net zero emissions by 2050, whilst further stimulating the positive tourism growth trajectory.

More than 122 partners and representatives from government entities, hotels, destination management companies and tour operators will join DET at an expanded Dubai stand at ATM 2023 to welcome and [interact with visitors to the region's leading travel event.](#)
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