



Alpha Destination Management Heads to IMEX in Frankfurt to Promote its World-Class MICE Services

For Immediate Release

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Alpha Destination Management is participating in IMEX taking place at Messe Frankfurt from 21 to 23 May as a co-exhibitor at the Dubai Tourism stand to promote its MICE and business events products and services.

Mr. Abdullah Aridi, Director of Sales and Operation – MICE for Alpha Destination Management, stated, “MICE is a very lucrative sector for us. We are looking forward to an exciting and productive show at IMEX that presents us with an excellent platform to promote our business events offerings and services to more than 9000 industry professionals and stakeholders. Dubai is a destination of distinction for business tourism with outstanding infrastructure, state-of-the-art facilities and global connectivity. At Alpha we specialize in almost every aspect of corporate travel management with a wide range of business travel solutions and MICE services. Whether it is an important meeting, a unique incentive programme, a mega convention, a large-scale exhibition or a special event, we ensure a grand success with our world-class organizational know-how, expertise and resources.”

The Gulf region’s MICE segment has expanded significantly over the past couple of years, led by the UAE which commands 50% share of the region’s total MICE market. This can be attributed to the country’s eventful calendar all year round. Alpha Destination Management is ideally placed to capitalise on the growing MICE opportunities in the region being the leading destination management company in the GCC and a pioneer in the tourism sector in the Arabian Gulf.

This year’s edition of IMEX promises a journey of discovery for MICE exhibitors and buyers while providing unique opportunities to know about the latest industry innovations as well as expand professional networks and connections. Over 3429 companies representing 172 countries are present at IMEX to conduct business.

Visitors to IMEX can find Alpha Destination Management at Dubai Tourism Stand No. E500 from 21 to 23 May 2019

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About Alpha Destination Management

Founded in 1996, by Mr. Ghassan Aridi and his partners, Alpha Destination Management is the leading destination management company and a pioneer in the tourism sector in the Arabian Gulf. Over the last two decades, the company has established itself as one of the



most credible and reputed brands not only in the Gulf region but also in the international tourism industry. Controlling a significant market share of the lucrative tourism sector in the GCC, Alpha Destination Management is a market leader in the region with the largest annual turnover and wide network of international partners offering the highest levels of service and innovative and exciting experiences. Our extensive global and local knowledge and network, outstanding expertise and sound reputation is the key to success for us and all our partners.

For more information about Alpha Destination Management visit
www.alphadestinationmanagement.com

Or call +971 4 701 9111