

experience abu dhabi



2026 TRADE CALENDAR

The Department of Culture and Tourism
invites you to participate at its
Roadshows and Exhibitions.

Discover Our Events

At the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi), we value the contributions of our partners and stakeholders in shaping the future of Abu Dhabi's tourism landscape. This page provides an overview of the event opportunities we offer throughout the year, designed to foster connections, facilitate growth, and showcase our emirate. We invite you to interact with industry professionals and capitalise on the insights and connections gained from these platforms.





Exhibition

An exhibition, also known as a trade show or trade fair, brings together companies and organisations from the tourism industry to showcase and demonstrate their latest products and services. It provides an opportunity to connect with potential buyers and partners, generate new business, and stay up to date on tourism industry trends.

Roadshow

A roadshow is a marketing event organised or co-hosted by DCT Abu Dhabi. It showcases the emirate to key travel trade professionals and buyers in multiple international or domestic cities. A roadshow typically includes a DCT Abu Dhabi-led delegation of Abu Dhabi stakeholders, featuring one-on-one meetings, training sessions, product updates, networking opportunities, and a B2B marketplace.



Workshop

A workshop is an interactive training and engagement event promoting Abu Dhabi to travel trade professionals in one or more international cities. Organised or co-hosted by DCT Abu Dhabi, it typically includes a DCT Abu Dhabi-led delegation of Abu Dhabi stakeholders, with activities such as destination awareness exercises, in-depth training, product updates, networking opportunities, and a B2B marketplace.

Marketplace

A marketplace is a B2B event held in Abu Dhabi, connecting local stakeholders with international buyers from a specific region. Organised by DCT Abu Dhabi, it showcases products and services and involves meetings, product updates, and networking opportunities, along with familiarisation trips for trade professionals and media to experience the emirate first-hand.



Participation fees

Participation fees contribute to the organisation and execution of events, ensuring a high-quality platform for all participants to showcase their products and services.

Events	Booth Type	Fee
Workshops	Single Booth	4,000 AED
Roadshows	Single Booth	6,600 AED
Marketplace	Single Booth	6,600 AED
KITF Kazakhstan/ Fitur Spain/ ITB China	Single Booth	8,800 AED
KITF Kazakhstan/ Fitur Spain/ ITB China	Double Booth	17,600 AED
ITB Berlin/ ATM Dubai/ WTM London/ IMEX IBTM	Single Booth	13,200 AED
ITB Berlin, ATM Dubai, WTM London	Double Booth	22,000 AED
ILTM Cannes	Single Booth	16,500 AED
All Exhibitions	Premium Area	85,000 AED



EVENT NAME	TYPE	LOCATION	DATES	POC
JANUARY				
Fitur Spain	Trade Exhibition	Madrid	21 – 25 Jan	SNadabi@dctabudhabi.ae
FEBRUARY				
Experience Abu Dhabi Workshop in Poland	Workshop	Warsaw	3 Feb	LSakirow@dctabudhabi.ae
Experience Abu Dhabi Workshop in Romania	Workshop	Bucharest	5 Feb	LSakirow@dctabudhabi.ae
Russia & CIS Ramadan Experience Workshop	Workshop	Abu Dhabi	26 Feb	IKosinchuk@dctabudhabi.ae
Experience Abu Dhabi Workshop in France	Workshop	Paris	26 Feb	LSakirow@dctabudhabi.ae
MARCH				
ITB Berlin	Trade Exhibition	Berlin	3–5 Mar	asati@dctabudhabi.ae
Experience Abu Dhabi Roadshow in India (Tier 2)	Roadshow	India (Cities TBC)	23 – 27 Mar	FNayan@dctabudhabi.ae



EVENT NAME	TYPE	LOCATION	DATES	POC
APRIL				
Experience Abu Dhabi Roadshow in South Korea	Roadshow	Seoul, Busan & Daejeon	8 – 10 Apr	BAlameri@dctabudhabi.ae
Experience Abu Dhabi Roadshow in Japan	Roadshow	Tokyo & Osaka	13 – 14 Apr	BAlameri@dctabudhabi.ae
Experience Abu Dhabi Workshop in Kazakhstan	Workshop	Almaty	21 Apr	ikosinchuk@dctabudhabi.ae
KITF Kazakhstan	Trade Exhibition	Almaty	22 – 24 Apr	ikosinchuk@dctabudhabi.ae
MAY				
ATM Dubai	Trade Exhibition	Dubai	4 – 7 May	adhaheri@dctabudhabi.ae
Experience Abu Dhabi Roadshow in Spain	Roadshow	Barcelona & Bilbao	18 – 22 May	SNadabi@dctabudhabi.ae
IMEX Frankfurt	MICE Exhibition	Frankfurt	19 – 21 May	scassiere@dctabudhabi.ae
ITB China	Trade Exhibition	Shanghai	26 – 28 May	Akhalifa@dctabudhabi.ae
JUNE				
Experience Abu Dhabi Roadshow in Russia	Roadshow	Moscow, St.Petersburg & Sochi	1 – 6 June	ikosinchuk@dctabudhabi.ae
Experience Abu Dhabi Roadshow in Italy	Roadshow	Italy (Cities TBC)	10 – 14 June	SNadabi@dctabudhabi.ae
Experience Abu Dhabi Roadshow in Germany	Roadshow	Germany (Cities TBC)	15 – 19 June	asati@dctabudhabi.ae
Experience Abu Dhabi Roadshow in UK	Roadshow	UK (Cities TBC)	22 – 25 June	gsuwaidi@dctabudhabi.ae
Experience Abu Dhabi Workshop in Armenia	Workshop	Yerevan	24 June	ikosinchuk@dctabudhabi.ae



EVENT NAME

TYPE

LOCATION

DATES

POC

JULY

EVENT NAME	TYPE	LOCATION	DATES	POC
JULY				
Experience Abu Dhabi Roadshow in Egypt	Roadshow	Cairo & Alexandria	8 – 9 July	achabbah@dctabudhabi.ae
SEPTEMBER				
Experience Abu Dhabi Roadshow in India (Tier 1)	Roadshow	India (Cities TBC)	7 – 11 Sep	FNayan@dctabudhabi.ae
Experience Abu Dhabi Roadshow in China (Tier 1)	Roadshow	Beijing, Shanghai, Guangzhou	14 – 18 Sep	Akhalifa@dctabudhabi.ae
Abu Dhabi Travel Forum with CEAV	Workshop	Malaga & Santander	15 – 17 Sep	SNadabi@dctabudhabi.ae
Luxury Travel Mart (LTM) Participation	Workshop	Moscow, Russia	24 – 25 Sept	ikosinchuk@dctabudhabi.ae

SEPTEMBER

Experience Abu Dhabi Roadshow in India (Tier 1)	Roadshow	India (Cities TBC)	7 – 11 Sep	FNayan@dctabudhabi.ae
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Experience Abu Dhabi Roadshow in China (Tier 1)	Roadshow	Beijing, Shanghai, Guangzhou	14 – 18 Sep	Akhalifa@dctabudhabi.ae
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Abu Dhabi Travel Forum with CEAV	Workshop	Malaga & Santander	15 – 17 Sep	SNadabi@dctabudhabi.ae
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Luxury Travel Mart (LTM) Participation	Workshop	Moscow, Russia	24 – 25 Sept	ikosinchuk@dctabudhabi.ae
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EVENT NAME	TYPE	LOCATION	DATES	POC
OCTOBER				
Experience Abu Dhabi Two City Workshop Netherlands	Workshop	Netherlands	6 Oct	asati@dctabudhabi.ae
Experience Abu Dhabi Two City Workshop Belgium	Workshop	Belgium	8 Oct	asati@dctabudhabi.ae
Luxrui Travel Marketplace	Marketplace	Al Dhafra, Abu Dhabi	12 – 16 Oct	aadarmaki@dctabudhabi.ae
IMEX America	MICE Exhibition	Las Vegas	13 – 15 Oct	scassiere@dctabudhabi.ae
NOVEMBER				
WTM London	Trade Exhibition	London	3 – 5 Nov	gsuwaidi@dctabudhabi.ae
Experience Abu Dhabi Workshop in Uzbekistan	Workshop	Tashkent	18 Nov	ikosinchuk@dctabudhabi.ae
IBTM World	MICE Exhibition	Barcelona– Spain	17 – 19 Nov	scassiere@dctabudhabi.ae
DECEMBER				
ILTM Cannes	Trade Exhibition	Cannes	December (TBC)	Isakirow@dctabudhabi.ae