



AJMAN

Ajman Tourism Strategy

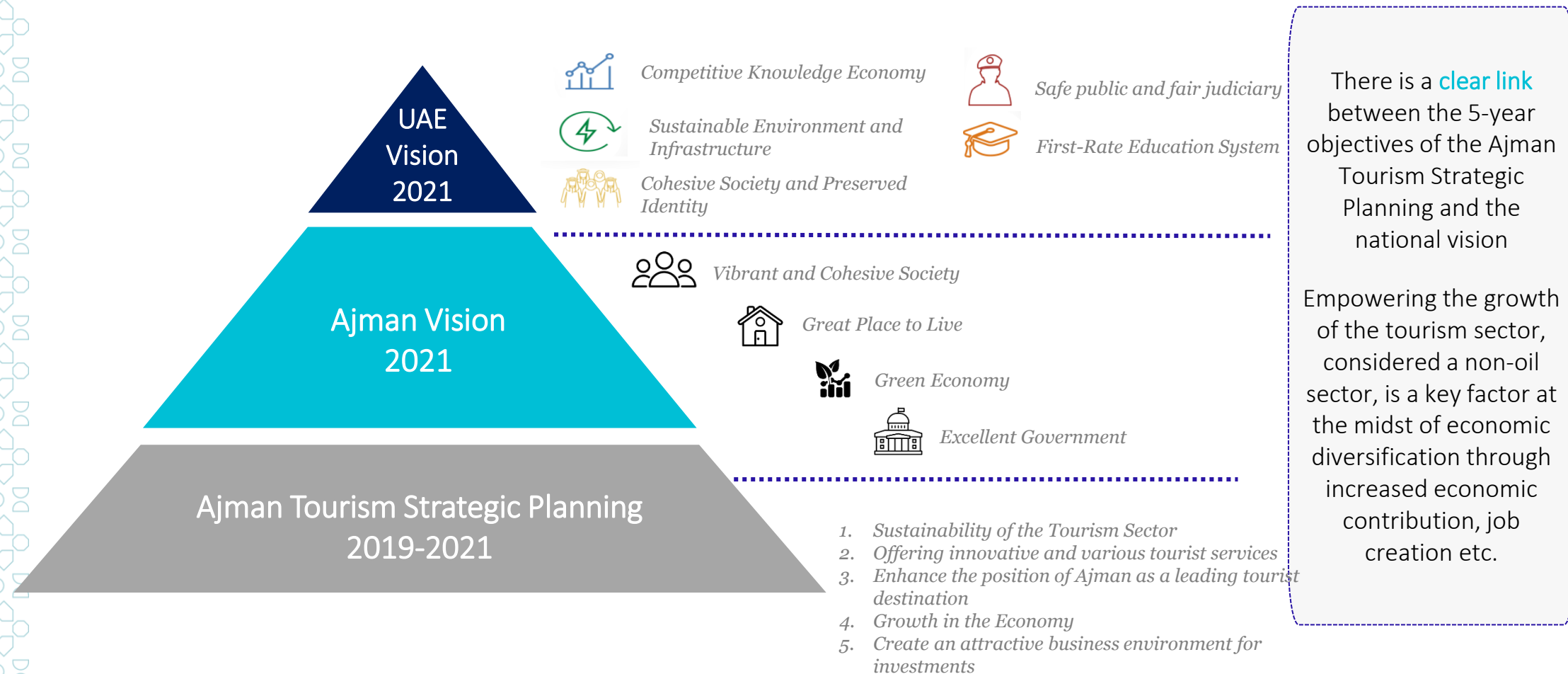
01

CONTEXT



CONTEXT

As part of the UAE and Ajman vision to diversify and achieve a green economy while ensuring an optimal balance between various sectors; Ajman acknowledges the growth of the tourism sector that plays a pivotal role in the growth of tourism sector





02

VISSION, MISSION & VALUES



VISION

Ajman will be a leading sustainable, responsible and accessible tourism destination that achieves a global positioning by offering authentic distinguished visitor experience. to ALL

MISSION

Ajman is to achieve balance between economic, socio-cultural and environmental benefits through sustainable tourism development. Together with Stakeholders Ajman exceeds visitors' expectation through innovative, high quality, diverse tourism products and value-added services that cater to ALL visitors/tourists. Ajman is to attract, sustain and facilitate tourism investments positively contributing to the well-being of the Emirate and its community

VALUES

Innovation

Passion

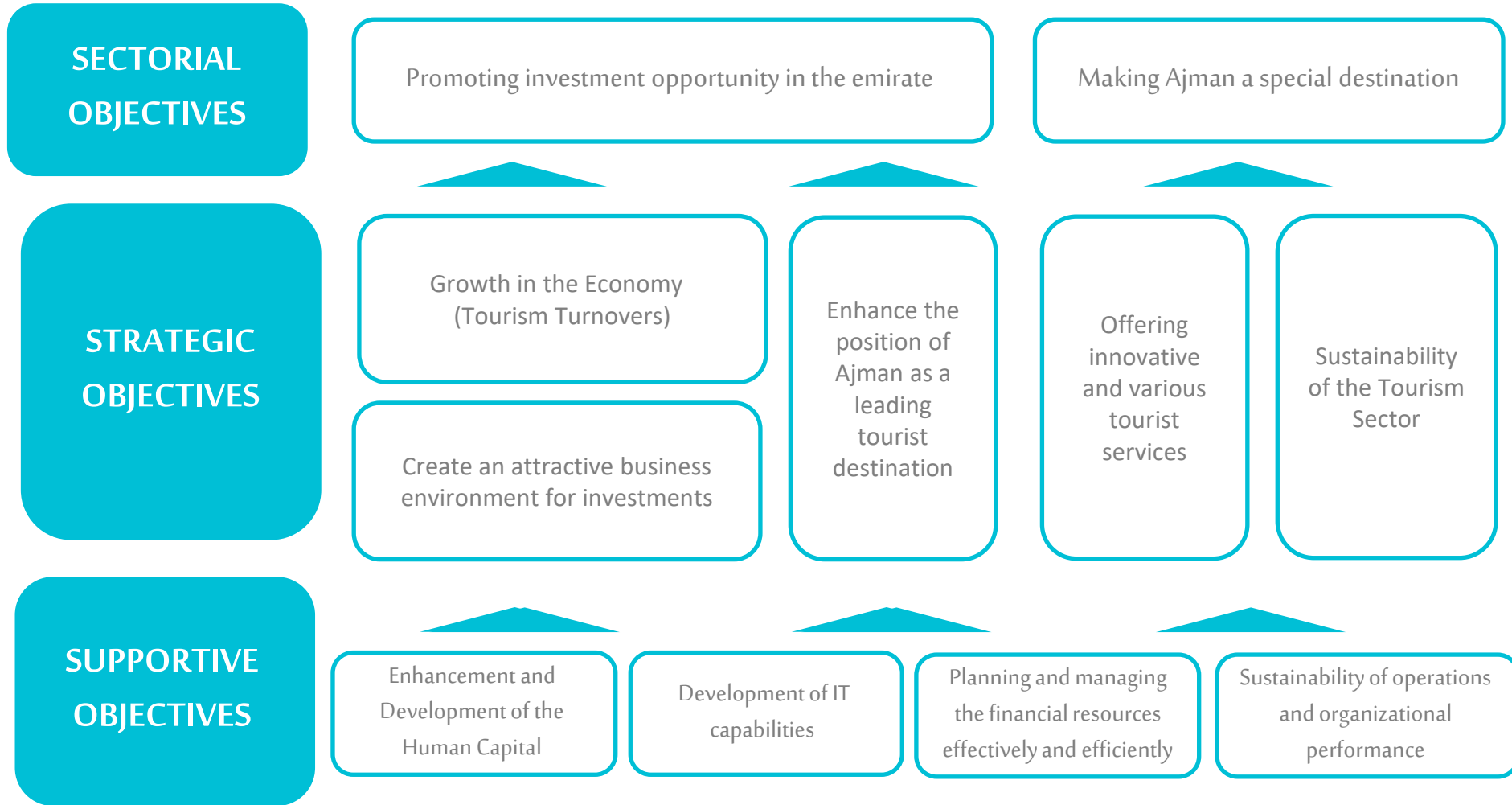
Integrity

Care

Accessibility

Being ONE

AJMAN TOURISM STRATEGY MAP



SECTORIAL KPIS- 2021 TARGET



800,000

Number of Hotel and Hotel Apartment Guests



485 M

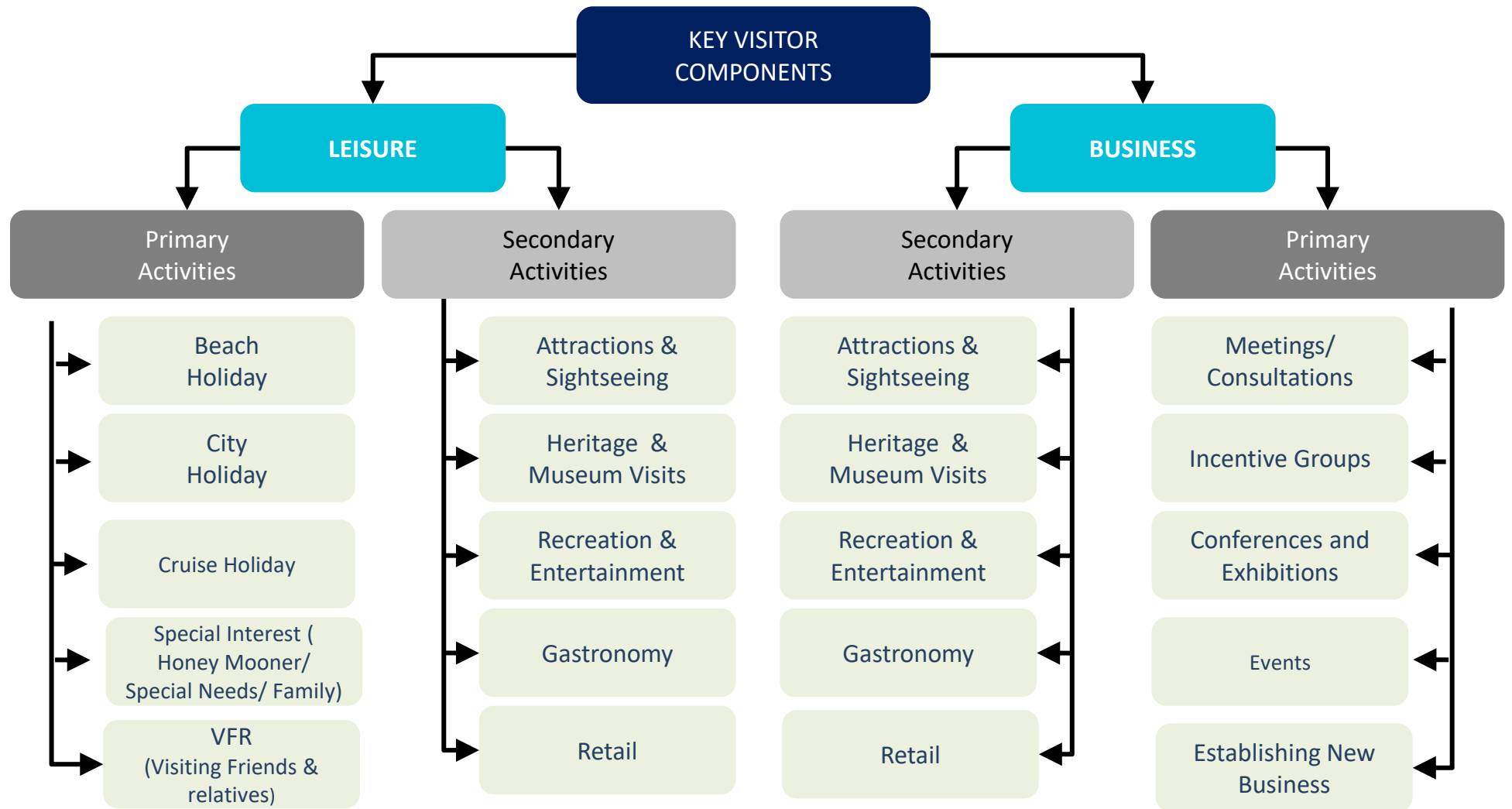
Total Hotel and Hotel Apartment Revenue



80%

Guest Satisfaction (Trust You)

KEY VISITOR COMPONENTS –AJMAN EXPERIENCE



KEY DESTINATION COMPONENTS – AJMAN EXPERIENCE

Transportation	Air	Sea	Road			
Accommodation	Hotels/Resorts	Hotel Apartments	Guest Houses	Holiday Homes	Camping Sites	
Tourism Services	Air Services (Helicopter)	Marine Service (Yacht Charters)	Public Transport (Coaches/ Taxi)	Vehicle Rent (car)		
Travel Trade	Travel Agents	Tour Operators	DMCs	Whole Sellers	Online Booking Engines	
Food & Beverage Service	Restaurants	Fast Food	Cafes	Caterers	Floating Restaurant	
Business Facilities	Exhibition Centers	Meeting Rooms	Incentive Houses	Conference Halls		
Adventure, Outdoor & Recreation	Sports Facilities	Racing Tracks	Theme Parks	Adventure Experience	Family Entertainment	Recreation Venues
Major Attractions	Iconic Structure	Unique Experiences	Multi Purpose Development			
Major Events	Sports Events	Cultural Events	CSR Events	Heritage Events		
Shopping	Shopping Malls	Old Souks (Gold, heritage Souks)	Stand Alone Units			
Culture & Heritage	Museums	Archeological Sites	Historical Sites	Cultural Sites		



AJMAN VISITORS- BY COUNTRY

Source of Visitor by Country



POSITIONING AJMAN ON THE INTERNATIONAL MAP

Current source markets ■

Potential source markets(■

International Partnerships with
leading DMS/Tour operators ■



Partnerships:

More than 20 partnerships covering European countries. Our aim is to expand our partnerships into other countries around the world such as Asia and ME.

Germany: TUI, REWE Touristik, Schauinsland, FTI , Alltours

Russia:

- Odeon, TUI Russia, PAC Group Russia, Compas. Tez tours, Anex
- Bibloglobus + SCAT Airlines charter 2021 under discussion

UK: Youtravel, Luxury Holidays, Kuoni UK, Travel2

FIVE YEARS OBJECTIVES

Increasing tourism's sector turnovers:

Offering an attractive business environment

Enhancing Ajman's image as must-experience tourism destination globally with a distinctive Emirati identity

Ensure Higher Quality of Tourism Services

Enhance the ranking of competitiveness of the tourism sector as an accessible Destination

Applying sustainable tourism development approaches.



THANK YOU

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www.ajman.travel



AJMAN



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