



CONTEXT

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





Competitive Knowledge Economy



Safe public and fair judiciary





Sustainable Environment and Infrastructure



First-Rate Education Sustem

Cohesive Society and Preserved Identity



Vibrant and Cohesive Society



Great Place to Live



Green Economy



Excellent Government

Ajman Tourism Strategic Planning 2019-2021

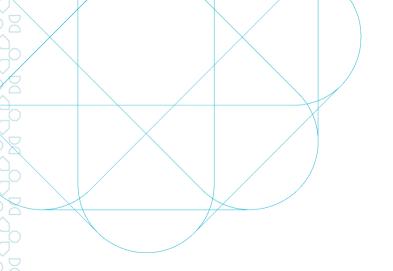
Ajman Vision

2021

- Sustainability of the Tourism Sector
- Offering innovative and various tourist services
- Enhance the position of Aiman as a leading tourist destination
- Growth in the Economy
- Create an attractive business environment for investments

There is a clear link between the 5-vear objectives of the Ajman **Tourism Strategic** Planning and the national vision

Empowering the growth of the tourism sector, considered a non-oil sector, is a key factor at the midst of economic diversification through increased economic contribution, job creation etc.



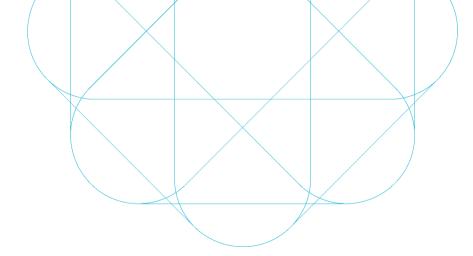
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VISSION, MISSION & VALUES



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 OBJECTIVES

Promoting investment opportunity in the emirate

Making Ajman a special destination

STRATEGIC OBJECTIVES

Growth in the Economy (Tourism Turnovers)

Create an attractive business environment for investments

Enhance the position of Ajman as a leading tourist destination

Offering innovative and various tourist services

Sustainability of the Tourism Sector

SUPPORTIVE OBJECTIVES

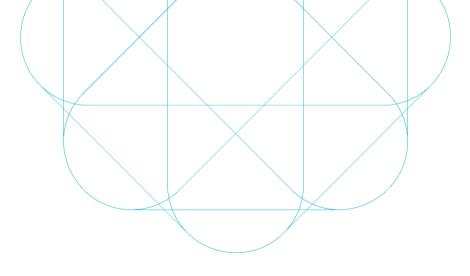
Enhancement and Development of the Human Capital

Development of IT capabilities

Planning and managing the financial resources effectively and efficiently Sustainability of operations and organizational performance



SECTORIAL KPIS-2021 TARGET





Number of Hotel and Hotel Apartment Guests

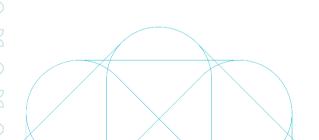


485 M

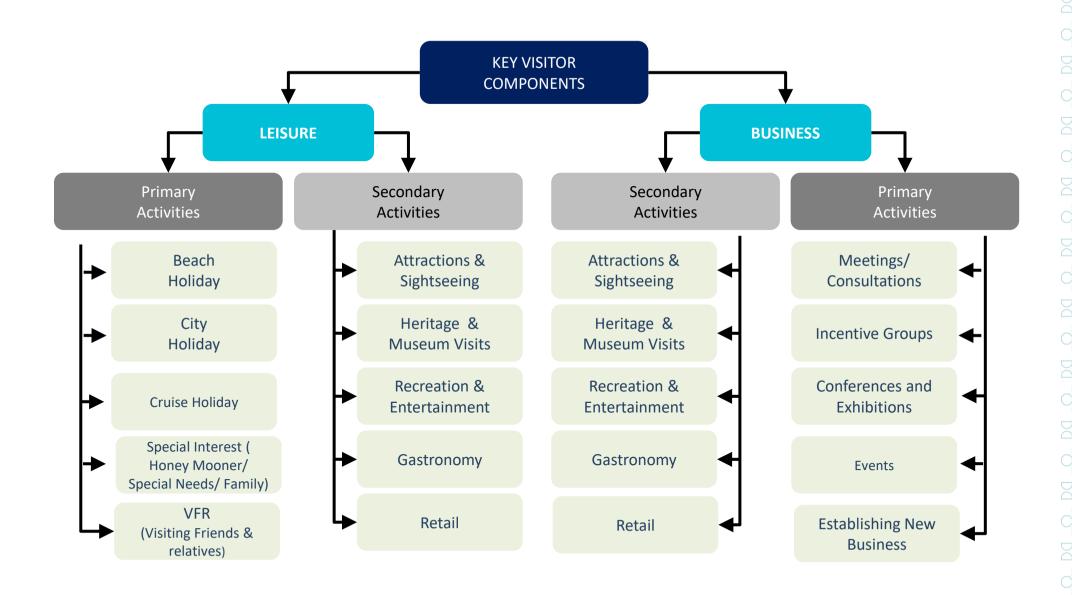
Total Hotel and Hotel Apartment Revenue



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		

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.				

