

**Subject:**

Abu Dhabi Sets Sail for Cruise Dominance: Showcasing Expansion at SeaTrade Global

**Body:**

Hi

Abu Dhabi is making a significant splash at SeaTrade Cruise Global this year. The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) is on hand to showcase its ambitious plans to become a leading cruise destination, backed by impressive growth figures (over 693,000 cruise visitors in 2024!) and strategic investments.

Beyond just port calls, Abu Dhabi is focusing on the entire cruise experience, from the new Cruise Crew Pass and digital Cruise Guide to the Abu Dhabi Pass offering discounts across the city. They're also investing heavily in infrastructure, including enhancements to the Abu Dhabi Cruise Terminal and a new Visitor Information Centre.

We'd like to share additional information about:

- The growing importance of the Arabian Gulf as a cruise destination.
- The innovative strategies Abu Dhabi is employing to attract cruise lines and passengers.
- The potential for investment and partnership in the region's cruise sector.

Would you be interested in speaking with Haitham Ali Khamis, Section Head – Aviation, Cruise and Global Partnerships at DCT Abu Dhabi, or Noura Rashed Al Dhaheri, CEO of Cruise Business at AD Ports, to learn more about their vision and plans?

Our full press release is below my signature. Please let me know if you'd like to connect with DCT Abu Dhabi and I'll be happy to arrange something or send you additional information (or images).

All the best,

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## **DCT Abu Dhabi to Showcase Expanding Cruise Offering at SeaTrade Cruise Global 2025 in Miami**

*Emirate's presence at the event reflects its commitment to building partnerships within the sector and showcasing the diverse experiences available to travellers*

**Abu Dhabi, UAE – 09 April 2025:** The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) will participate at SeaTrade Cruise Global 2025 in Miami, taking place

from 7–10 April. Representing the emirate as part of the Cruise Arabia Alliance, DCT Abu Dhabi will join key global stakeholders at the world’s largest annual cruise industry event.

Abu Dhabi’s presence at the event reflects its commitment to building partnerships within the sector and showcasing the diverse experiences available to travellers, ranging from luxury resorts and pristine beaches to historical sites and global events.

The emirate continues to be developed as a leading cruise destination, attracting international cruise lines and visitors. In 2024, Abu Dhabi welcomed over 693,000 cruise visitors through 158 port calls, an indication of its popularity with travellers and signalling further opportunities for growth and investment in the emirate’s cruise sector.

**Haitham Ali Khamis, Section Head – Aviation, Cruise and Global Partnerships at DCT Abu Dhabi, said:** “Abu Dhabi’s emergence as a leading regional cruise destination is the result of our continued collaboration with partners and our commitment to delivering tailored experiences that resonate with international travellers. With nearly 700,000 cruise visitors last year, our momentum is stronger than ever. Through our participation in SeaTrade Cruise Global, DCT Abu Dhabi aims to forge new partnerships, highlight the emirate’s growing cruise offerings, and create more opportunities for visitors from around the world to experience everything Abu Dhabi has to offer.”

**Noura Rashed Al Dhaheri, CEO of Cruise Business at AD Ports said:** “We are thrilled to participate in Seatrade Cruise Global, a premier event that brings together the global cruise industry. We believe this exhibition presents a valuable opportunity for us to showcase Abu Dhabi’s unique offerings and strengthen our position as a regional force in the cruise industry, offering world-class facilities, and unparalleled access to the region’s most breathtaking attractions, vibrant culture, and warm hospitality. We have evolved to become the preferred port of call for many leading cruise lines, and strengthening our industry partnerships will play a pivotal role in driving growth and ensure long lasting business relationships.”

A number of new services have also been launched to improve the cruise journey for both visitors and crew members. These include the region’s first-ever Cruise Crew Pass and Crew Parcel Pick-Up Service, designed to enhance crew experience with exclusive discounts and convenience. Additionally, a dedicated digital Cruise Guide has been introduced to help cruise passengers easily explore what Abu Dhabi has to offer.

The Abu Dhabi Pass, available to all cruise visitors, offers discounts across top attractions, dining venues, and retail outlets, encouraging longer stays and a deeper engagement with the city’s rich culture and hospitality.

DCT Abu Dhabi is also focused on improving the visitor journey from the moment passengers dock. Enhancements at the Abu Dhabi Cruise Terminal include the opening of a new Visitor Information Centre at Zayed Port, which offers guidance, booking assistance, and insights into the emirate’s diverse attractions. Visitors can also explore the nearby Zayed Port Heritage Village, offering a glimpse into the UAE’s history and traditions.

DCT Abu Dhabi's presence at SeaTrade Cruise Global aligns with its broader strategy to engage with global stakeholders and establish strategic collaborations. Recent initiatives include a partnership with Celestyal Cruises, that will see the Celestyal Discovery Homeport from Abu Dhabi for the 2025/2026 season and onwards. This gives visitors a unique opportunity of having the option of staying for a couple of nights before or after their cruise, as well as joint marketing projects (JMPs) with cruise agents in the UK and Russia.

Furthermore, enhancement to the emirate's cruise offering such as the Abu Dhabi Cruise Terminal, guest-centric services, and the dedicated cruise beach stopover at Sir Bani Yas Island all contribute to the emirate's Tourism Strategy 2030. This long-term vision focuses on enhancing infrastructure, elevating hospitality standards, and developing cultural attractions, reinforcing Abu Dhabi's position as a premier global destination.

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**About the Department of Culture and Tourism – Abu Dhabi:**

The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi's culture and tourism sectors, fuels economic progress and helps achieve Abu Dhabi's wider global ambitions. By working in partnership with the organisations that define the emirate's position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the emirate's potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies and systems to support the culture, creative and tourism industries.

DCT Abu Dhabi's vision is defined by the emirate's people, heritage and landscape. We work to enhance Abu Dhabi's status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives and creative thought.