

## **AITO ADDS KEY SPEAKERS TO LINE UP AT 2018 CONFERENCE IN RAS AL KHAIMAH**



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**AITO, The Specialist Travel Association, ([www.aito.com](http://www.aito.com)) has announced further speakers at its conference (22 - 25 November) in Ras Al Khaimah, UAE.**

The conference offers AITO tour operators and AITO Specialist Travel Agents the opportunity to address the big issues currently affecting the travel sector.

Sponsored by [Ras Al Khaimah Tourism Development Authority \(RAKTDA\)](http://www.raktda.com) and supported by [Emirates](http://www.emirates.com), the theme of the conference is a *Tale of the Unexpected*; the location itself an unexpected surprise for many delegates and one that offers a mix of modern and traditional, of luxury and character and a contrast to the fast pace and bright lights of its neighbour Dubai. Ras Al Khaimah is an exciting Gulf State on the cusp of change.

**High-profile speakers at the conference will include the following:**

**John Peters, Business Coach and Director of Monkey Business and former RAF officer**

John Peters came to the world's attention in January 1991, when he was captured and publicly beaten during Saddam Hussein's ruthless reign. At the conference John will explore how he overcame his Prisoner of War ordeal, incorporating humour and candour which is personal, emotive and challenging. Using his experiences, he provides a personal view on resilience and how to turn the impossible into the possible. A business coach since 2000, he relates his experiences to challenge audiences to reflect on how they can adapt to an ever-changing world and change outdated habits and perceptions of success.

**Eliza Filby, Academic, Writer, Broadcaster and Public Speaker specialising in contemporary values and generations.**

In 2014 Eliza started GradTrain, a business providing bespoke employability training for graduates and now a leading training organisation for universities. Her talk at the AITO conference will explore the Millennial Generation, an important group to AITO members as they are not only the travellers of the future, but also the workforce of the future. Eliza will delve into data, existing research, future trends as well as her own experiences of training graduates from across the world and how this can help businesses, policy makers and the media try and navigate the Generation Gap dominating society right now.

**Chris Smit, MD of Culture Matters:** Amsterdam-born Chris is a consultant and coach and has worked in more than 45 different countries, sharing his knowledge of cultural diversity and company culture. He has a wealth of experience in implementing programmes and giving seminars on intercultural business and cultural awareness. At the AITO Conference 2017 in Évora, Chris covered Cross Border Relationships in Europe. This year he will talk about Brexit, beyond Europe, the USA and Trump.

Says **Chairman of AITO, Derek Moore:** “We are developing a punchy and diverse conference programme this year to match the theme *Tale of the Unexpected*. The rising star of the UAE, Ras Al Khaimah, is the perfect stage for exciting and interesting talks and adventurous activities. RAKTDA has been extremely supportive in their organisation of the event and we look forward to bringing our members there in November.”

**Haitham Mattar, CEO of Ras Al Khaimah Tourism Development Authority comments:** “The Ras Al Khaimah Tourism Development Authority is looking forward to welcoming AITO members and extending our unique hospitality in one of the fastest growing destinations in the region. RAKTDA is gearing up to provide AITO’s delegates with a thrilling programme of destination tours. Our aim is to showcase authentic nature-based and Arabian cultural experiences and adventures that combine mountains, coast and desert landscapes with a rich heritage and history.”

## Ends

For more information on AITO’s 120-plus specialist travel companies and their unrivalled collection of holiday ideas, covering every corner of the world, visit the website at [www.aito.com](http://www.aito.com).

All AITO members are fully bonded, comply with AITO’s Quality Charter and aim to offer the best possible customer service.

For more information on AITO or AITO Specialist Travel Agents, or for high-res photos, please contact Sue Ockwell or Jackie Franklin on 020 8891 4440 or email [s.ockwell@travelpr.co.uk](mailto:s.ockwell@travelpr.co.uk) or [j.franklin@travelpr.co.uk](mailto:j.franklin@travelpr.co.uk).

## About Ras Al Khaimah

One of the world’s fastest growing tourism destinations, Ras Al Khaimah boasts a rich culture and long-standing history dating back 7,000 years. The Emirate boasts an array of archaeological sites and breath-taking natural vistas, from golden sand beaches, awe-inspiring terracotta dunes and a green belt of date palms to Jebel Jais, the highest mountain in the UAE.

To learn more about Ras Al Khaimah, visit us at:

- [www.rasalkhaimahtourism.com](http://www.rasalkhaimahtourism.com)
- [www.facebook.com/visitrasalkhaimah](https://www.facebook.com/visitrasalkhaimah)
- [www.youtube.com/visitrasalkhaimah](https://www.youtube.com/visitrasalkhaimah)
- <https://twitter.com/raktourism>

## About Ras Al Khaimah Tourism Development Authority (TDA)

The Ras Al Khaimah Tourism Development Authority (TDA) was established in May 2011 under the government of Ras Al Khaimah. In order to achieve target growth of one million visitors by the end of 2018, the authority aims to develop the emirate’s tourism infrastructure and establish Ras Al Khaimah as a world-class destination for leisure and business travel, creating sustainable investment opportunities and enhancing the quality of life for its residents. In order to achieve its goals, the Ras Al Khaimah TDA has a government mandate to license, regulate and monitor the emirate’s tourism and hospitality industry.

Follow Ras Al Khaimah Tourism Development Authority on twitter: @RAKTourism

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