

# Statistics highlight success of Kingdom's tourism sector

Intensive promotion campaigns across the world reap benefits

● **Tourism numbers surge as BTEA carries out intensive promotion campaigns from Russia to the UK.**

● **Tourism sector all set to emerge as one of the major contributors to the national economy.**

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The Bahrain Tourism and Exhibitions Authority (BTEA) announced the key achievements of its representative offices during the first quarter of 2019, revealing tourism statistics for each of the offices.

The representative office in Germany witnessed an increase in the sales of travel agencies by 59 per cent, an increase the number of tourist trips by 17pc in comparison to the same period last year, the BTEA said in a statement issued.

The Indian representative office witnessed an increase of 690pc in the sales of travel agencies, an increase in the number of trips by 3pc and total arrivals by 32pc compared to the same period last year, the statement noted.

"The Russian office reported an increase of 728pc in the sales of travel agencies, and increase in the number of trips by 107pc and an increase in total arrivals by 101pc compared to the same period last year.

"In addition, Saudi Arabia wit-

Representative Offices of Bahrain Tourism & Exhibitions Authority  
A Comparison between the first quarter of 2018 - 2019



**The overall aim is to further develop the local tourism sector in line with BTEA's strategy which focuses on four pillars, namely: Awareness, Attraction, Access and Accommodation.**

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nessed an increase of 31pc in sales of travel agencies and an increase of 8pc in the number of trips by 8pc in addition to an increase total arrivals by 4pc compared to the same period last year.

"The UK representative office saw an increase of 42pc in the sales of travel agencies and an increase in the number of trips by 5pc in addition to an increase in total arrivals by 11pc compared to the same period last year."

Commenting on the results, the Chief Executive Officer of BTEA,

Shaikh Khaled Bin Humood Al Khalifa, said that the growth of the representative offices was primarily due to the intensive promotions campaigns organised by BTEA throughout the year, which resulted in fruitful partnerships with a number of tourism companies in order to bring in more tourist groups to the Kingdom.

"The overall aim is to further develop the local tourism sector in line with BTEA's strategy which focuses on four pillars, namely: Awareness, Attraction, Access and Accommodation."

BTEA's representative offices, located in Saudi Arabia, Kuwait, the United Kingdom, Germany, India, China and Russia, are each working to develop the tourism sector and promote the tourism brand 'Ours Yours' aimed at showcasing the Kingdom of Bahrain as the ideal tourism destination to the regional and international markets, further promoting the Kingdom's touristic offering as a main contributor to the overall economic growth in line with the Economic Vision 2030.

## Focus on US ties



Industry, Commerce and Tourism Minister Zayed Al Zayani received US Ambassador to Bahrain Justin H Siberell. They reviewed topics of shared interest, noting the important role of the private sector of both countries in boosting the bilateral trade volume availing from the Free Trade Agreement signed between Bahrain and the United States. The minister pointed out that Bahrain always seeks to boost its economic relations with all countries especially those with which Bahrain has signed co-operation agreements in the interest of both countries and peoples.

## "Step Afrika!" to perform at Bahrain Summer Festival

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As part of Bahrain Authority for Culture and Antiquities' (BACA) annual Bahrain Summer Festival, the US Embassy will organise the visit of American dance company "Step Afrika!" from June 25 - 29, 2019.

The group will have two main appearances during the summer festival. On Thursday, June 27, they will present a mini-performance to children at the Nakheel Tent near Riffa Fort at 6:00 pm, the embassy said in a statement issued.

On Friday, June 28, Step Afrika! will present its major performance on the stage of the Cultural Hall in Manama at 8:00 pm. Both performances are free and open to the public, the statement added.

"The performance group blends percussive dance styles practiced by historically African American fraternities and sororities, African traditional dance, and influences from a variety of other dance and art forms.

"Performances are much more than dance shows; they integrate songs, storytelling, humour, and audience participation.

"The blend of technique, agility, and pure energy makes each performance unique.

"Step Afrika promotes stepping as an educational tool for young people, focusing on teamwork, academic achievement and cross-cultural understanding."

## NCC's support to 'Bahrainina' Plan implementation stressed

Manama

The National Communication Centre (NCC) yesterday held a regular meeting of the Government Communication Network in the presence of representatives of ministries and government entities.

The meeting discussed the government communication plan for the next phase, as well as unifying efforts to promoting outputs of the national plan for the consolidation of national affiliation and values of citizen-

ship "Bahrainina".

It also discussed enhancing partnerships and co-operation between the NCC and other government bodies for establishing co-ordination and determining communication priorities, in addition to unifying the government's media discourse through an effective communication system.

NCC Executive Director Ahmed bin Mohammed Al Manna'i highlighted resolve to support the Government Communication Network to serve the set goals and to ensure bringing

out government initiatives and development plans.

Al Manna'i said the NCC, in line with the directives of Information Minister Ali Al Romaihi, would be a supporter of the implementation of goals of Bahrainina Plan.

Member of Bahrainina Plan's Executive Office, Yusuf Mohammed, gave a presentation of the national plan and stages of implementations.

The meeting reviewed and evaluated the NCC's main local, regional and international communication projects imple-



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MR AL MANNA'I

mented in collaboration with several media organisations in the past period, which contributed to highlighting Bahrain's

leading development successes, in addition to raising awareness of the government work priorities and building bridges of communication with citizens.

The government communication network consists of representatives of communication and media managements.

It holds its meetings on a regular basis to discuss government activities and projects in accordance with strategic perspectives for accentuating the government initiatives and accomplished development projects.

## Call to highlight drug addiction dangers

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Success in the war against drug abuse must involve raising public awareness of the dangers of addiction, according to health experts.

Officials at a three-day forum marking International Day Against Drug Abuse and Illicit Trafficking in the United Arab Emirates said a new focus was required to help tackle the issue.

Speaking at an event organised by Dubai's Erada Centre for Treatment and Rehabilitation, senior police officers called for a more centralised, co-ordinated approach.

Academics also claimed policy should be inclusive of all community members rather than just those directly involved in combating illegal narcotics.

"Crackdowns on distribution includ-



**International Day Against Drug Abuse and Illicit Trafficking is observed every year on June 26.**

ing drug busts are not the only forms of fighting this crisis," said Brigadier Eid Mohammed Thani Hareb, of Dubai Police anti-narcotics department.

"Our efforts in spreading awareness are broken and we need a nationwide effort to unite them."

Established by the United Nations, International Day Against Drug Abuse and Illicit Trafficking is observed every year on June 26.