

ATM 2026 honours six exhibitors for stand design, innovation and technology

Arabian Travel Market (ATM) 2026 has recognised six exhibitors for creativity, innovation, technology and visitor experience at its Best Stand Awards, held at Dubai World Trade Centre this week.

An independent panel of industry experts evaluated exhibitors across categories including stand design, business functionality, visitor engagement and technology.

The Dubai Department of Economy and Tourism (DET) won the Best Stand Design Award for stands larger than 150 square metres. Judges praised its three-tier design, which combined visual impact with spaces designed for meetings and business activity.

Rove Hotels received the Best Stand Design Award in the 50–150 square metre category. Its bold and playful design, distinctive branding and engaging staff were highlighted by the judges.

Agilysys won the Best Stand Design Award for stands under 50 square metres. Judges noted its contemporary design and effective use of limited exhibition space.

Marriott was named Best Stand for Doing Business for recreating the atmosphere and functionality of hotel lobbies and guest spaces, providing a welcoming environment for business meetings.

The Department of Culture and Tourism – Abu Dhabi won the Best Stand Feature Award for combining immersive technology, cultural design and Emirati craftsmanship. Its interactive

dune buggy activation allowed visitors to experience a simulated dune-bashing activity through an integrated screen.

Meanwhile, HBX Group, exhibiting at ATM Travel Tech, received the Best Use of Technology Award for integrating technology throughout its stand design. Judges praised its use of space and suspended visual features.

The judging panel included representatives from Dubai World Trade Centre, Tourism Economics, RX Global and STR.

Danielle Curtis, Regional Portfolio Director – UAE, RX Global, said exhibitors demonstrated creativity, technology and thoughtful design while creating spaces that supported visitor engagement and business discussions.

The 33rd edition of Arabian Travel Market is being held from September 14 to 17 under the theme “Travel 2040: Driving New Frontiers Through Innovation and Technology.” The event is bringing together travel and tourism industry stakeholders to explore how innovation and emerging technologies are shaping the future of the sector.