



هيئة البحرين  
للسياحة و المعارض  
BAHRAIN TOURISM &  
EXHIBITIONS AUTHORITY

## **BTEA Organizes a Workshop on “Tourism in Bahrain: Challenges and Opportunities”**

**Manama, February 21 2018:** The Bahrain Tourism and Exhibitions Authority (BTEA) hosted a workshop under the title “Tourism in Bahrain: Challenges and Opportunities” at the Wyndham Grand Manama on February 21, 2018 .

The workshop was held in the presence of the Chief Executive Officer of BTEA, H.E. Shaikh Khaled bin Humood Al Khalifa and coordinated by Professor Dr. Said El Batouty, Professor of Economics and Tourism Marketing at the Goethe University, Frankfurt and ATO advisor, alongside the Assistant Secretary General at ATO, Dr. Hossam Darwish.

The event was attended by individuals interested in the tourism industry from both the public and private sector. The workshop highlighted the Bahrain tourism sector and discussed its strength, weakness, opportunities and threats.

During the workshop, H.E. Shaikh Khaled bin Humood Al Khalifa reviewed the results of 2017 including the challenges and opportunities of the tourism sector, highlighting the latest tourism developments in the Kingdom.

“The workshop discussed the main threats that hinder achieving sustainable development in the tourism sector in Bahrain and discussed the best solutions to solve these issues. This workshop comes in-line with BTEA’s eagerness in discussing issues related to the tourism sector

and meet the needs in order to further develop this vibrant sector,” commented the CEO of BTEA H.E Shaikh Khaled bin Humood Al Khalifa.

“This also comes in-line with BTEA’s on-going efforts to enhance the tourism sector as one of the main pillars that contributes to the Kingdom’s economic growth and social development by implementing the overall strategy to develop the local tourism product on a regional and international level,” he added .

“The Kingdom of Bahrain’s tourism sector has great potential for further growth and development. The BTEA’s strategy focuses on developing unique tourism products and experiences that sets Bahrain apart from its competitors, while focusing on family tourism and shifting the sector to be one of the main contributors to the national economy and the Kingdom’s 2030 Economic Vision, driving the employment rates,” said H.E. Shaikh Khaled bin Humood Al Khalifa.

The Executive Director of Tourism and Leisure at the Bahrain Economic Development Board, Mr. Jerad Bachar also discussed the most important components of the tourism sector. He highlighted the sector’s strengths and challenges as well as reviewed opportunities for investment. He concluded with recommendations to ensure growth of this vital sector, which is considered as one of the main contributors to the Kingdom’s economy.

The workshop also discussed several topics mainly attracting tourism, accommodation, marketing, promotion, tourism investment and maritime tourism. Major outputs and recommendation were also announced during the workshop .

The workshop also aimed at developing and updating the data and recommendations that will lead to the desired growth and development of tourism in the Kingdom as well as highlighting the cooperation required between both the public and private sectors in order to exploit the opportunities and overcome the challenges and threats. In addition, to creating an enabling environment to develop the local tourism product and support inbound tourism.

**-Ends-**