



# SHARJAH TO PROMOTE ITS TOURISM LANDMARKS IN RUSSIA, ARMENIA, GEORGIA AND KAZAKHSTAN

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Sharjah Commerce and Tourism Development Authority (SCTDA) has announced another series of road shows to Russia, Armenia, Georgia and Kazakhstan from September 29 to October 2.

During the tour, SCTDA will promote Sharjah's latest tourism developments under the Sharjah Tourism Vision 2021 that aims to attract 10 million tourists by 2021.

The delegation for the road show is headed by HE Khalid Jasim Al Midfa, director general of SCTDA, includes representatives from Air Arabia, Sharjah Airport travel agency (SATA), Copthorne Hotel Sharjah, Ramada Sharjah, Golden Tulip Hotel Apartments, and Khalidiya Travel & Tourism. A number of workshops and meetings will be organised with representatives and decision makers in the travel, tourism and hospitality sectors in the cities of Almaty, Moscow, Yerevan and Tbilisi.

Al Midfa, said the promotional tours are part of the Authority's strategy to shed light on the diversity

of Sharjah's tourism product in order to strengthen its position as a leading global tourist destination. The road shows will help attract a large number of tourists to Sharjah from key markets around the world, apart from the emerging markets that contribute to the huge tourist inflow to the emirate every year.

The road shows begin with the first stop at Almaty in Kazakhstan, followed by the Russian capital Moscow. The tour then proceeds to Yerevan, the capital of Armenia, which will be a first time visit for the delegation from the emirate. The tour will conclude with a road show in the city of Tbilisi, the capital of Georgia.

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