

Khalifa reshuffles ADTA board

Sultan is named chairman of the board with Al Mazroui being appointed deputy chairman

- By Himendra Mohan Kumar, Staff Reporter
- Published: 00:00 February 19, 2010



Abu Dhabi: President His Highness Shaikh Khalifa Bin Zayed Al Nahyan, in his capacity as Ruler of Abu Dhabi, has issued a decree reshuffling the Abu Dhabi Tourism Authority Board (ADTA), WAM reported yesterday.

The decree named Shaikh Sultan Bin Tahnoun Al Nahyan as chairman of the board and Dr Ahmad Mubarak Al Mazroui as deputy chairman. It also named Obaid Al Haira Salem Al Katbi, Ahmad Ali Al Sayegh, Majid Ali Al Mansouri, Khalifa Mohammad Hamad Faris Al Mazrouei and Saif Mohammad Ali Al Hajiri as board members.

The decree is effective from the date of issuance and will be published in the official gazette.

"The new board will continue to implement the Abu Dhabi 2030 Plan. I don't see it doing anything different," said an analyst.

ADTA is a statutory body established in 2004 under the Government of Abu Dhabi's economic diversification strategy. The authority has wide-ranging responsibilities for the development and promotion of the emirate's tourism industry and international positioning as a world-class destination of distinction.

Collaborative approach

ADTA works closely with all the emirate's tourism industry stakeholders — both private and public sector — including aviation infrastructure and transport suppliers, airlines, destination management companies, accommodation providers and attraction operators as well as exhibition and conference organisers. Together they adopt a collaborative approach to promoting the emirate as an upmarket destination with an uncompromising determination towards sustaining and preserving its natural environment and treasured heritage and traditions.

ADTA also serves as a catalyst in driving inward tourism investment, growth and development.