OPEN TENT
TOURISM INITIATIVE
Prosperity in Tourism for Abraham Accords Destinations

ABOUT THE OPEN TENT TOURISM INITIATIVE (OTTI)

Transforming Regional Peace into Lasting Tourism Prosperity

The Open Tent Tourism Initiative (OTTI) is a dedicated public-private coalition operationalizing the economic promise of the Abraham Accords. Rooted in the ancient biblical tradition of Abraham's tent, which was open on all four sides to welcome visitors from every corner of the earth, OTTI creates the marketing reach, distribution channels, and B2B alliances required to welcome the world to a peaceful, connected Middle East.

While initial post-accord travel focused on direct bilateral exchanges, the enduring economic dividend of peace depends on attracting high-value, inbound long-haul visitors from North America, Europe, and beyond. OTTI brings together regional travel leaders, public authorities, and global distribution partners under a shared commitment: **Peace through Shared Prosperity.**

> THE MISSION
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> *To establish an enduring, self-sustaining platform that markets Abraham Accords signatory destinations as diverse, cohesive, and accessible, thereby shifting international perceptions, expanding regional travel corridors, and delivering tangible economic benefits to local businesses and communities.*

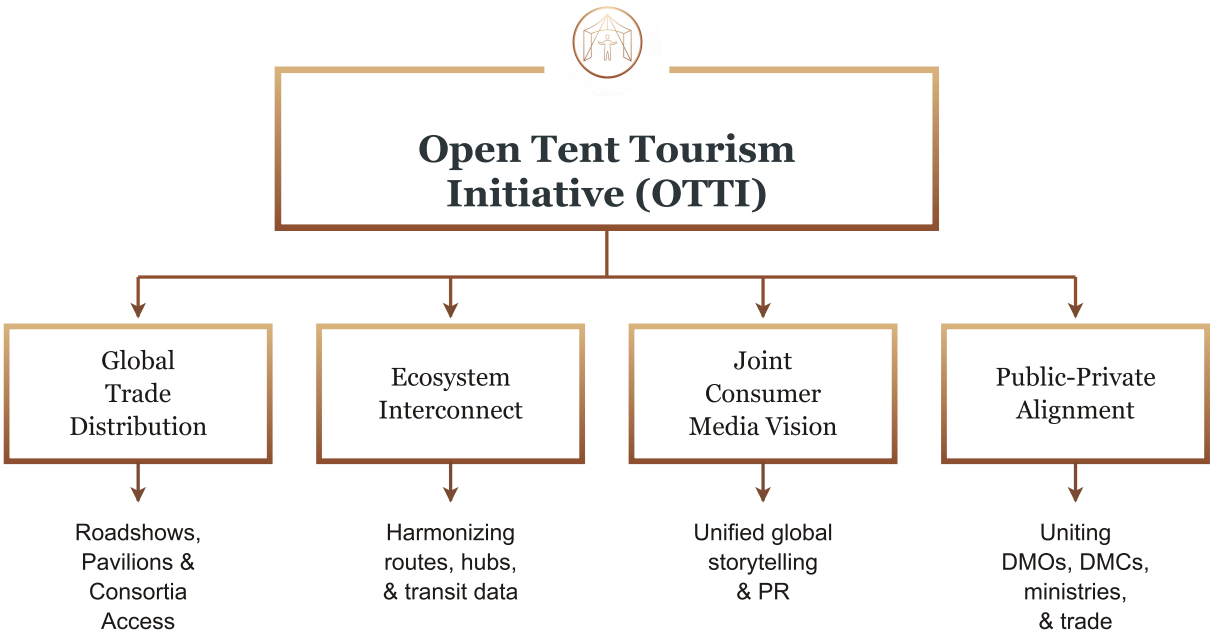
Why Collective Inbound Tourism?

Overcoming legacy perceptions and converting latent global curiosity into confirmed bookings requires far more than fragmented national campaigns. OTTI provides the operational framework to turn diplomatic breakthroughs into real-world travel demand across four strategic pillars:

- **The True Peace Dividend:** The international travel market is exceptionally responsive to symbolism. By presenting a united front and engaging global trade partners shoulder to shoulder, partner destinations provide the most authentic, tangible demonstration of peace's permanence and viability. In tourism, perceived security concerns are often the single greatest barrier for aspiring visitors, and this visible unity directly breaks through that hesitation. In turn, the visitor traffic and foreign exchange generated through OTTI tangibly demonstrate to domestic populations that peace produces measurable prosperity.

- **Strategic Force Multiplier:** Coordinated regional marketing magnifies promotional capital, establishing member destinations as an interconnected, accessible travel circuit rather than isolated or disassociated competitors.
- **Reputational Shift:** When regional partners market collaboratively, international travelers and travel advisors gain confidence in the region's stability, safety, and operational alignment, effectively neutralizing perceived security barriers.
- **Broad-Based Economic Impact:** Attracting travelers across cultural, faith-based, heritage, leisure, and business events (MICE) sectors distributes visitor spend deeper into local economies, directly supporting destination management companies (DMCs), professional conference organizers (PCOs), local guides, transport providers, and community hospitality.

What We Do



1. International Trade Engagement & Roadshows

OTTI connects regional destinations and suppliers directly with influential travel advisors, consortia, and tour wholesalers across key outbound source markets. Beginning in North America, our targeted roadshows, showcases, and trade engagements establish direct distribution channels across diverse travel segments, group movements, and independent journeys.

To maximize visibility and market access, OTTI coordinates participation in premier global travel industry trade shows and conferences. This includes organizing hosted pavilions and joint exhibition spaces that allow signatory nations and regional partners to present a unified presence on major trade show floors. In parallel, OTTI serves as an active onboarding and advisory resource, guiding regional suppliers through the vetting and application processes required to secure preferred supplier status with exclusive travel associations, elite advisor networks, and major buyer consortia.

2. Regional Interconnectivity & Transit Awareness

OTTI champions the seamless flow of travel across the broader region by unlocking awareness of existing and emerging transit options. We spotlight the dense network of inbound international air routes, regional air bridges, ferry links, and short-hop flight options. By illuminating how easily accessible neighboring destinations, stopovers, and regional extensions truly are, OTTI empowers international travel planners and independent visitors to navigate the region as a naturally interconnected ecosystem.

3. Joint Consumer Media Campaigns

Building upon established trade distribution and flight connectivity, OTTI is laying the groundwork for high-impact, coordinated consumer media campaigns in key global markets. By pooling storytelling and media investment under a shared regional banner, signatory nations will present an inspiring, cohesive narrative directly to prospective travelers. These future campaigns will celebrate the cultural richness, shared hospitality, and contemporary dynamism of the region, reshaping consumer perception at scale and converting broad interest into verified arrivals.

4. Public-Private Alignment

Operating on an independent, public-private model, OTTI bridges public policy with practical industry execution. We align national tourism board priorities with on-the-ground operational realities, working hand in hand with industry associations, airlines, hoteliers, destination management companies (DMCs), and professional conference organizers (PCOs).

A Spectrum of Travel Experiences

OTTI is designed to open the region to every kind of traveler, ensuring destinations benefit from balanced, resilient visitor demand by illuminating emerging cultural assets alongside iconic landmarks:

SECTOR	REGIONAL FOCUS & OPPORTUNITY
Cultural, Heritage & Archaeological Wonders	Building international awareness for newly opened museums, active excavation sites, and lesser-known historical treasures across partner nations, while showcasing living culinary, artisan, and storytelling traditions that bring ancient roots into the modern day.
Faith & Pilgrimage	Promoting spiritual and historical journeys across accorded destinations that highlight shared roots, mutual heritage, and under-visited sacred and historical landmarks across regional borders.
Business Events (MICE)	Partnering with professional conference organizers (PCOs) to engage planners and decision-makers to attract international congresses, corporate incentive programs, and global summits.
Boutique & Premium Travel	Connecting high-touch travel professionals to a network of elite inbound specialists who weave world-class stays with private access and unique experiences.

SECTOR	REGIONAL FOCUS & OPPORTUNITY
Adventure & Eco-Tourism	Sharing sustainable travel stories and opportunities from across accorded destinations with the travel trade and consumer markets, integrating desert landscapes, maritime reefs, and nature preserves through regional trails and expeditions into broader travel offerings.
New Market Development	Creating new realities in various outbound segments such as alumni travel, affinity groups, academic travel, and developing verticals in the digital world.

The Coalition: Our Industry Stakeholders

OTTI convenes key decision-makers across the entire travel value chain:

- **Tourism Boards and Destination Marketing Organizations:** Bringing together national tourism boards, regional DMOs, CVBs, and ministerial counterparts to maximize exposure, share market intelligence, foster product development, and expand global brand visibility.
- **Airlines & Aviation Authorities:** Driving awareness of inbound options and connectivity, connecting buyers and suppliers, spurring new routes, and inspiring new products.
- **Hotels & Hospitality Groups:** Connecting the full spectrum of Abrahamic hospitality to all layers of the travel market.
- **Destination Management Companies (DMCs) & Inbound Tour Operators:** Generating a seamless flow of engaged buyers to partner with elite sellers from across accorded destinations, crafting authentic itineraries, managing on-the-ground logistics, and delivering local storytelling for all sectors and facets.
- **Professional Conference Organizers (PCOs):** Engaging conference planners, corporate meeting planners, and key decision-makers to secure international congresses, corporate retreats, and incentive travel programs across partner destinations.
- **Attractions, Cultural Institutions & National Associations:** Connecting the outbound market with a full cache of key landmarks, museums, national parks, and unified industry leadership across partner nations.
- **Global Travel Consortia & Retail Advisors:** Educating and training the full ecosystem of travel advisors, wholesalers, and tour operators on the full travel offerings of accorded destinations.

Step Under the Tent

The future of Middle Eastern tourism is built on open doors and shared opportunity. OTTI invites destinations, industry suppliers, and travel trade professionals to collaborate in building a connected regional destination.

- **Destination Partners & Inbound Suppliers:** Engage with the coalition to present your destination and products to qualified international travel buyers.
- **Travel Advisors & Tour Operators:** Gain direct access to verified regional suppliers, educational resources, familiarization opportunities, and product development guidance.
- **Industry & Civic Allies:** Support grassroots economic diplomacy and regional connection through strategic alliance and event sponsorship.

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