

MEADFA monitoring situation in Lebanon

By **Hibah Noor** on November, 10 2017 | Associations



The 2017 MEADFA Conference will proceed as scheduled in Beirut from November 20-21 at the Phoenicia Hotel.

Amidst the recent changes in the government, the Minister of Tourism H.E. Avedis Guidanian immediately issued an official letter to MEADFA reassuring its continuing support of the upcoming event. According to H.E. Guidanian, “The resignation of Prime Minister Saad Hariri has no impact on the security or the economic stability of the country. We reassure that all Lebanese parties are as attached to the country’s security as its stability. It is this desire that protects us today and makes our country a safe and stable destination.”

Famous for its fascinating history and warm hospitality, tourism has increased in Lebanon by 12% in the last year as a favoured travel destination in the Middle East. Close to 400 delegates within the industry and beyond are confirmed to attend the MEADFA Conference in Beirut. After its participation in last year’s event, the United Nations World Tourism Organization (UNWTO) will once again send one of its highest representatives to attend the MEADFA Conference. With an excellent line up of speakers covering consumer trends, business outlook in the region, and the latest in technology, just to name a few of the topics to be discussed, the networking opportunities in the upcoming social programme is also not to be missed.

MEADFA is closely monitoring the situation in Lebanon and will advise the delegates when necessary.

MEADFA President Haitham AL Majali said: “The MEADFA Board and myself are of course monitoring the situation in Lebanon closely, and we understand the need for clarity among those registered for the event. Given the apparent stability on the ground, the high level of security at the venue and the reassurances we have personally received from the Minister of Tourism, we continue to prepare for what we are confident will be a great opportunity for our industry in the Middle East and Africa to gather, exchange and debate.

“We are in constant contact with our partners in Beirut and will not hesitate to contact our delegates should the situation change. In the meantime we look forward to welcoming our industry to another enjoyable MEADFA Conference.”