



SURE TOURISM

LET'S PLAN TRAVEL

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TOURISM REPRESENTATION & MARKET DEVELOPMENT

Helping global tourism brands build stronger connections and grow across the GCC.

www.sttsco.com

A regional partner for tourism growth

SURE Tourism & Technology Services FZE is a UAE-based tourism representation and market-development company focused on helping global tourism businesses establish, promote and grow their presence across GCC markets. The company combines regional travel-trade knowledge, partner relationships and hands-on sales and marketing capability to connect tourism products with the right commercial channels.

30+	GCC	B2B	24/7
Years of tourism industry experience*	Regional market focus	Travel-trade representation	Support with trusted partners

Our mission

To provide strong tourism products, guidance and regional representation that help clients discover compelling travel experiences while enabling partners to grow their business in GCC markets.

Our promise

Understand the market. Build the right relationships. Represent with purpose. Create visibility. Drive growth.

OUR PURPOSE

We help global tourism brands enter, develop and grow in GCC markets by combining regional knowledge, travel-trade relationships, commercial execution and hands-on market representation.

REPRESENT

Be the regional face of global tourism products and brands.

CONNECT

Build relationships across the GCC travel-trade ecosystem.

PROMOTE

Train, position and market products to relevant B2B audiences.

DEVELOP

Identify opportunities, partnerships and routes to market.

GROW

Convert market presence into sustainable commercial results.

What this means for partners

- A regional point of contact for tourism products entering or expanding in GCC markets.
- Commercial understanding of travel agencies, OTAs, TMCs, DMCs, tourism boards, hotels, airlines and technology partners.
- Hands-on sales and market-development experience rather than purely promotional representation.
- Ability to translate global tourism products into relevant regional trade conversations.



Local relationships. International perspective.

The company is built around a practical understanding of GCC travel-trade markets and the commercial realities of representing international tourism products in the region.

MARKET KNOWLEDGE

Deep exposure to GCC travel trade, regional sales management, partner development and B2B customer acquisition.

TRADE NETWORK

A broad network across the GCC developed through long-term work with travel companies, hotels, destinations and tourism suppliers.

COMMERCIAL EXECUTION

From market analysis and sales planning to recruitment, training, forecasting and partner management.

REGIONAL COVERAGE

Experience spanning the UAE, Qatar, Oman and wider Middle East markets, supported by international exposure.

B2B FOCUS

A travel-trade-led approach designed to build awareness, distribution and productive partner relationships.

GROWTH MINDSET

A hands-on approach to market entry, business development and sustainable commercial growth.

Representation built around the travel ecosystem

SURE Tourism provides regional services for global companies seeking to represent and market their tourism products in the GCC. Its published portfolio spans travel, hospitality, attractions, mobility, technology and consultancy.

HOTELS Regional representation, trade engagement and market development.	DMCs Connect destinations and ground services with GCC travel partners.
AIRLINES Support visibility, trade relationships and market activation.	TOURISM BOARDS Promote destinations through travel-trade relationships and activities.
THEME PARKS & ATTRACTIONS Bring experiences and visitor products to the attention of the regional trade.	OUTLET MALLS Market retail-tourism propositions to relevant travel channels.
TOUR ACTIVITIES Develop awareness and commercial opportunities for experiences.	TRANSPORTATION Support tourism-related mobility products and partnerships.
TECH COMPANIES Introduce travel technology solutions to the regional ecosystem.	CONSULTANCY Provide tourism-focused market and business-development guidance.



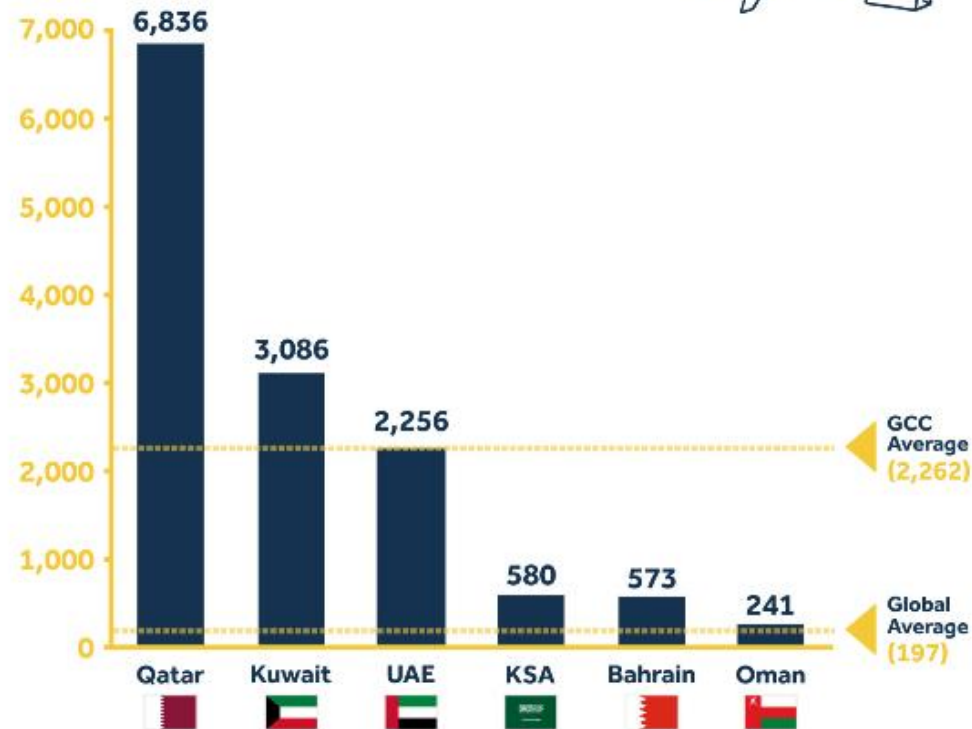
The GCC is our marketplace

SURE Tourism is built around the GCC travel-trade environment. Its experience spans regional sales, business development, partner management, market expansion and tourism promotion across multiple Middle East markets.

GCC tourists spend 11x more than the global average, highlighting the unmatched purchasing power of GCC travelers



GCC outbound tourism expenditure per capita (in USD)

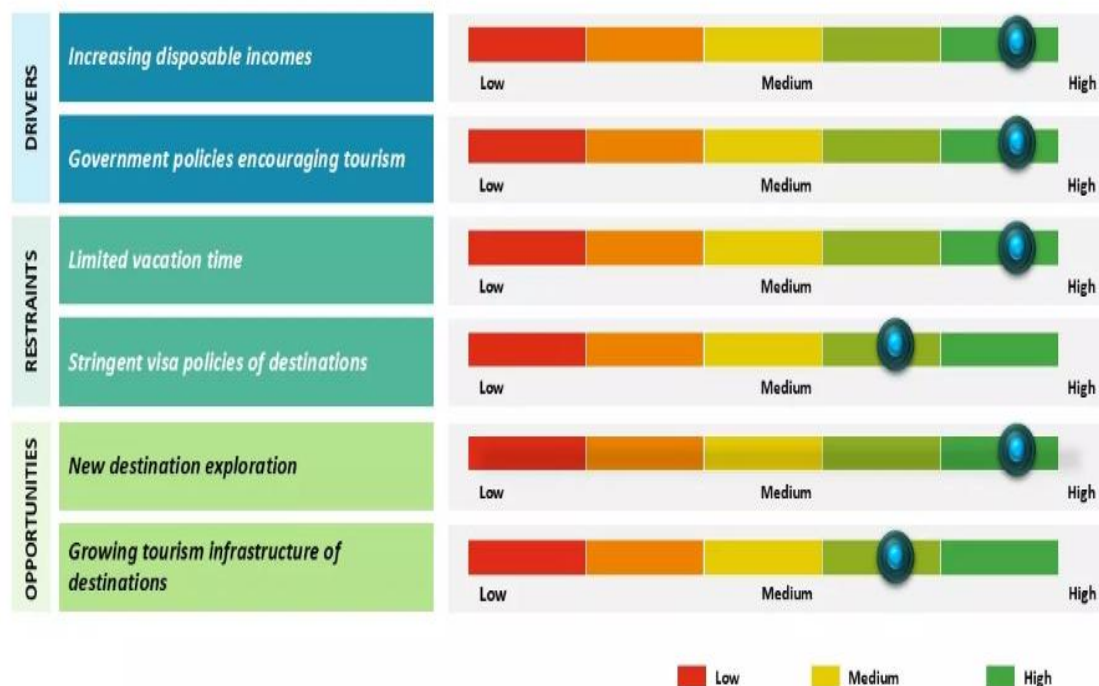


Note: Figures based on latest data available (2020-2024)
Source: UNWTO, World Bank, Public Sector, Media Publications

The GCC outbound tourism market is estimated to be valued at USD 88.52 billion in 2026 and is expected to reach USD 152.70 billion by 2033, exhibiting a compound annual growth rate (CAGR) of 8.1% from 2026 to 2033.

Impact Analysis of Key Factors GCC Outbound Tourism Market

COHERENT
MARKET INSIGHTS



Source: Primary Research, Desk Research, Paid subscriptions, CMI Data Repository

TRACK RECORD

Experience that translates into market execution.

Suresh Unny's career combines regional sales leadership, P&L exposure, market expansion, key-account management, destination marketing, business development and team leadership across the travel and tourism sector.

Market expansion	Led the Middle East expansion of ezeego1.com and achieved sales turnover approaching AED 100 million within two years.
Portfolio leadership	Managed a Hotelbeds portfolio of approximately €55 million, with combined team portfolios reaching approximately €85 million.
Destination marketing	Represented Australia's Gold Coast in six GCC markets, developing trade partnerships and strategic marketing initiatives.
B2B customer development	Built B2B customer bases from scratch through the full sales cycle and developed long-term travel-trade relationships.
Regional sales	Experience across UAE, Qatar, Oman and the wider Middle East, with international exposure in GCC, South Africa, Mauritius and Australia.
People & capability	Led teams of 10+ and worked extensively on recruitment, training, coaching and employee skill development.



GCC MARKET COVERAGE

Managed promotional activities in UAE, KSA, Qatar, Kuwait, Bahrain and Oman.

SALES & MARKETING

Conducted sales and marketing promotional activities to build destination awareness.

TRAVEL-TRADE PARTNERSHIPS

Developed and maintained partnerships with key travel partners in the GCC through sales visits.

TRADE & CONSUMER EVENTS

Organized and participated in trade and consumer exhibitions and fairs in the GCC and Australia.

STRATEGIC MARKETING

Developed, organized and implemented strategic marketing activities to increase awareness of the Gold Coast in GCC markets.

Core capabilities

• Strategic planning & execution	• International sales & marketing	• Regional / territory management
• Client & partner management	• Budgeting & forecasting	• Business development
• Recruitment & training	• Strategic decision making	• Leadership & team building
• Market & competitor analysis	• Negotiation	• Travel / tourism management

Why partner with SURE Tourism?

REGIONAL KNOWLEDGE

Deep understanding of GCC travel-trade dynamics and commercial relationships.

SALES DISCIPLINE

Experience across prospecting, proposals, negotiation, closure, forecasting and performance management.

MARKET ACTIVATION

Experience with trade shows, roadshows, promotional activities, events and partner engagement.

REPRESENTATION

A focused regional presence for global tourism products seeking GCC market development.

TRADE NETWORK

Relationships spanning agencies, OTAs, TMCs, DMCs, tourism boards, hotels, airlines and travel technology.

LEADERSHIP

Hands-on experience recruiting, training, mentoring and leading regional sales teams.

“We work closely with our valuable partners to create memorable travel experiences for clients while helping tourism businesses grow in the GCC.”



WHY SURE TOURISM

A partner built around confidence, connectivity and commercial clarity.

01

Expert Guidance

Understand the client, product and market before building the route to market.

02

Personalised Approach

Work closely with clients and global partners to create relevant travel and trade experiences.

03

GCC Market Access

Connect international tourism products with the regional travel-trade ecosystem.

04

Product Storytelling

Find the differentiators, experiences and hidden gems that make products memorable.

05

Hands-on Execution

Support representation, sales, training, promotion, partner management and market development.

06

Peace of Mind

Provide dependable support with trusted partners so clients can focus on the experience.

OUR PROMISE

To represent every partner with professionalism, market intelligence and commercial ownership — while making travel products easier for the GCC trade to understand, sell and



LET'S PLAN TRAVEL

Let's grow together in the GCC.

Whether you are a destination, hotel, DMC, airline, attraction, technology company or other tourism business, SURE Tourism can help you build meaningful connections in the GCC travel market.

SURE TOURISM & TECHNOLOGY SERVICES FZE

Sharjah Research Technology and Innovation Park
Sharjah, United Arab Emirates
P.O. Box 66636, Sharjah, UAE

Mob

971 52 833 88 55

Email

sure@sttsco.com

Web

www.sttsco.com