



11/11/2025

Warm greetings from the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi).

We would like to extend our sincere appreciation for your participation in the **Hayyak Training Programme** and for being part of our shared journey to enhance service excellence across Abu Dhabi's visitor touchpoints.

As we continue to evolve and elevate our training initiatives, we are pleased to announce that we will be transitioning from the Hayyak platform to the new **Visitors Experience (VX) Academy**.

The **VX Academy** is an Emirate-wide learning platform designed to empower frontliners with the knowledge, skills, and cultural understanding needed to deliver exceptional visitor experiences. It features a suite of interactive, on-demand courses — including:

- Al Midhyaf Frontliner Service Excellence Code of Conduct
- Abu Dhabi Information
- VX Soft and Hard Skill
- Managerial Competencies.

We look forward to welcoming you to the **VX Academy** soon and continuing this journey of excellence together .

Together, we look forward to strengthening our partnership and upholding Abu Dhabi's commitment to delivering a seamless, consistent, and world-class visitor experience across every touchpoint.

For any queries or future correspondence, please contact vxacademy@dctabudhabi.ae

