

السياحة

حكومة دبي

GOVERNMENT OF DUBAI

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Tourism للسياحة

TOURISM VISION

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Tourism للسياحة

TO BE THE #1 MOST VISITED CITY IN THE WORLD

- Raise the international profile of Dubai
- Redefine travellers' expectations
- Create a destination that the world wants to visit time and time again



GROWTH OF TOURISM



From fishing village to 5th most visited city
in the world

OUR STORY



Opening of Dubai World Trade Centre
1978

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OUR STORY



Emirates Airline launched
1985

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Burj Al Arab opened
1999

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Atlantis opened on The Palm Jumeirah
2008

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Burj Khalifa opened
2010

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1993

1 MILLION
VISITORS

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2004

5 MILLION
VISITORS

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2012

10 MILLION
VISITORS

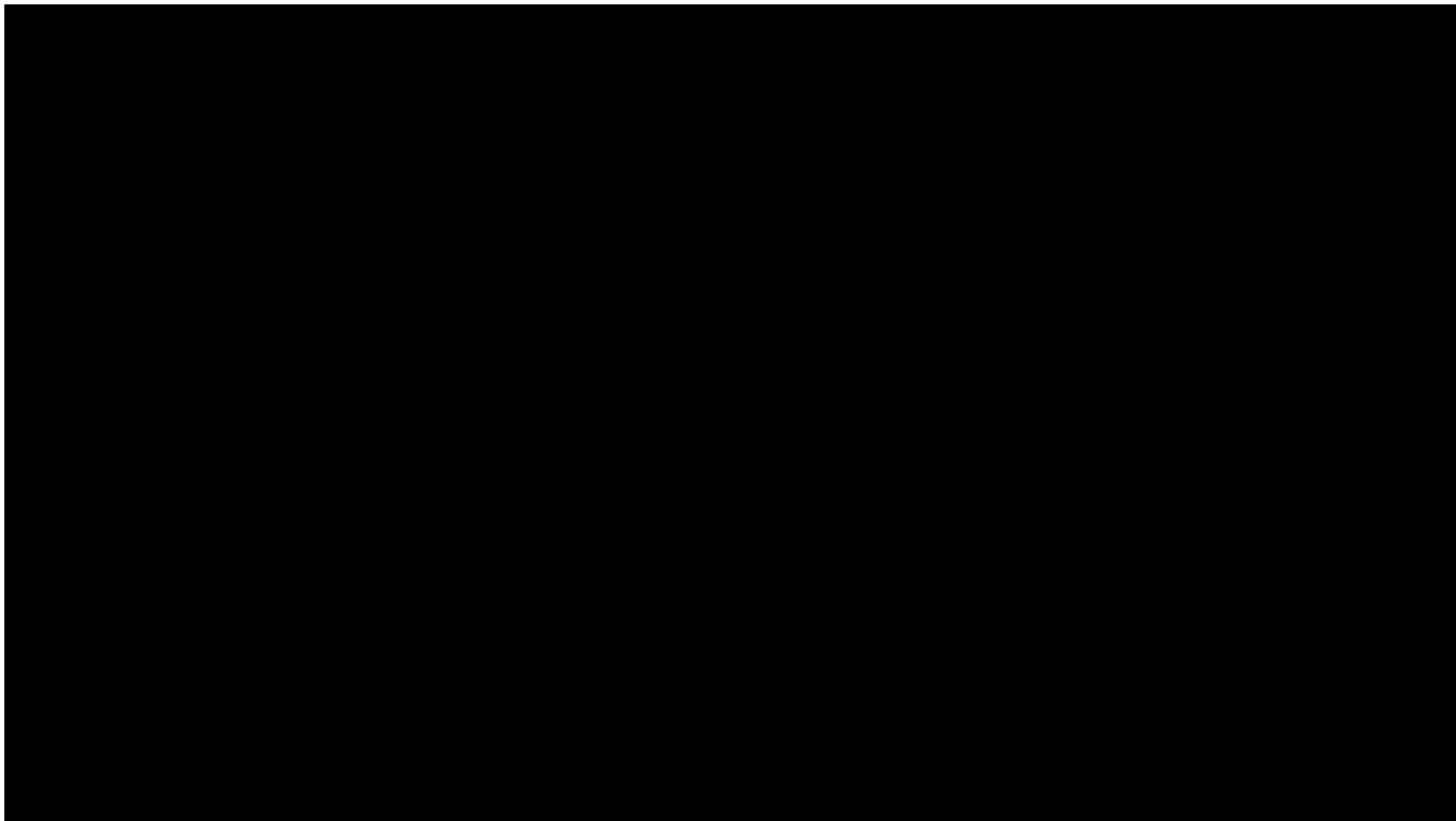
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2020 VISION



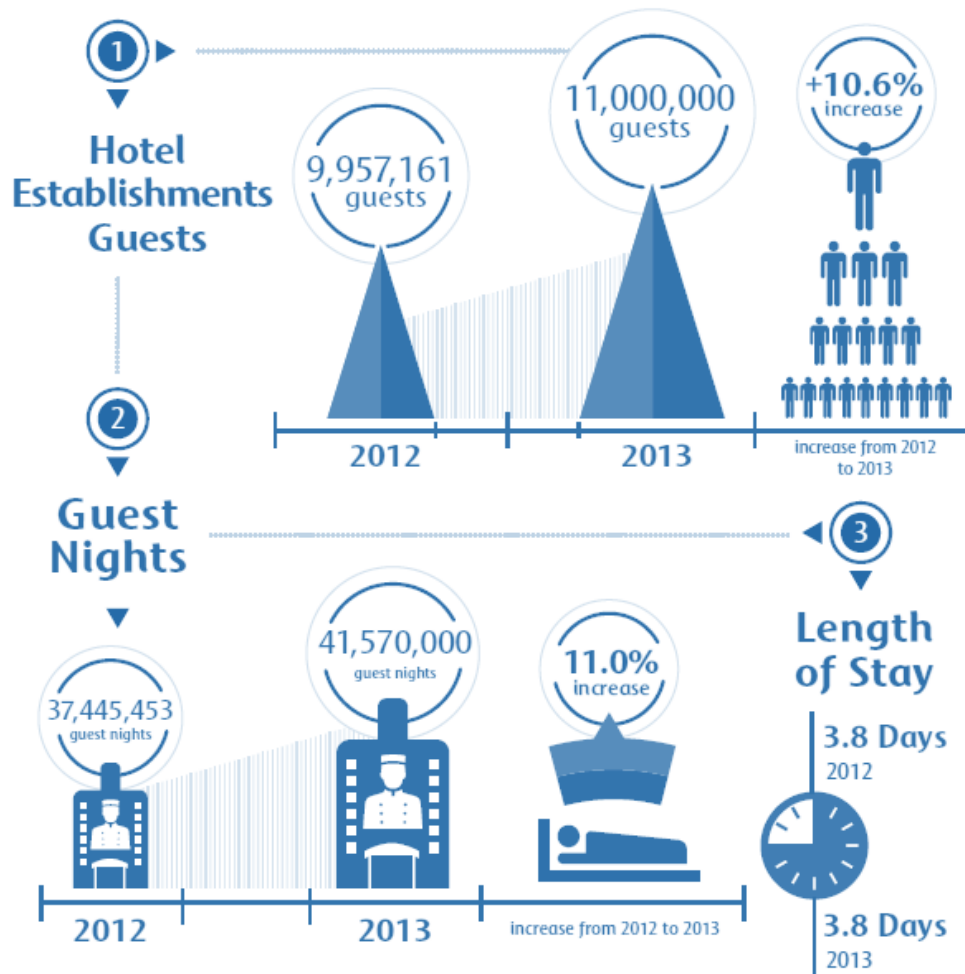
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WHERE ARE WE NOW?



WHERE ARE WE NOW?

Dubai Top 10 Source Markets YTD Jun-2014



1. Saudi Arabia
2. India
3. UK
4. USA

5. Russia
6. China
7. Iran

8. Oman
9. Kuwait
10. Germany



إكسبو 2020 EXPO
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

2 MAJOR MILESTONES

- Accelerate Growth of Tourism Industry
- HH Sheikh Mohammed: “In 2020, Dubai will astonish the world”



GOVERNMENT OF DUBAI



للسياحة Tourism



DWC

DUBAI WORLD CENTRAL
دبي ورلد سنترال

2 MAJOR MILESTONES

The world's largest airport:
Capacity for 200 million passengers



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ENHANCING THE DESTINATION

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28 HOTELS OPENED MAY 2013–AUG 2014



= 634 hotels and 88,000 rooms

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NEW ATTRACTIONS



- City Walk and The Beach at JBR
- Extensions to Aquaventure and Mall of the Emirates
- Bounce and Jump Boxx
- King Croc and giant Pacific octopus
- At The Top, Burj Khalifa SKY

NEW EVENTS



Dubai Motor Festival

Dubai Food Festival

New events including:

- Dubai Tour
- Music Events
- IPL
- Festival of Lights

ENGINEERING THE DESTINATION

- Working with industry partners to identify needs of the future tourist
- Dubai Calendar and DCEB merge
- DFRE became part of DTCM
- New Legislation
 - Holiday Homes
 - E-permit and ticketing system
 - Mid-market hotel incentives

ENHANCING TRAVELLER EXPERIENCE

- Focus on service provision throughout tourist's journey
 - Taxi drivers as tour guides
 - Concierge & hotel staff training
 - Trained 300 Mandarin speaking tour guides



MAKING DUBAI MORE ACCESSIBLE



Emirates flies direct to over 140 destinations in 80 countries

Flydubai flies to almost 80 destinations in over 35 countries

- Increasing flight network
- Easing visa regulations
- E-gate and DXB infrastructure enhancements

MARKETING THE DESTINATION

- Increased network of overseas offices and redefining role
- Dubai Corporation for Tourism and Commerce Marketing formed
- Revisiting Hotel Classification
- New marketing blueprint for Dubai



DUBAI



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ACCOLADES



Top 25 Places to go Worldwide

Wild Wadi and Aquaventure
– 6th and 8th best water parks
in the world, respectively

Dubai Aquarium & Underwater Zoo
– 25/275 aquariums and zoos

The
New York
Times

In top 25 places to go in 2014

ISSAM KAZIM
CEO, DCTCM

“Dubai is known across the world as a must-see city – we will change the narrative so it becomes known as a city that must be experienced”

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COMING UP...

- New city brand
- New digital ecosystem
- Global marketing campaign

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HE HELAL ALMARRI
DIRECTOR GENERAL,
DTCM

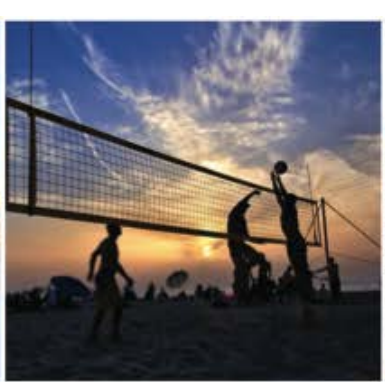
“As the city adopts the brand it will also be uniting behind a common aim to deliver beyond the expected and make the experience of Dubai truly remarkable”



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#MyDubai



#MYDUBAI

"A city's story is created by its people.
It's time to join together
and show the world how 2.1 million people
create one remarkable story."

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DESTINATION OFFERING

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CREATING A REMARKABLE DESTINATION

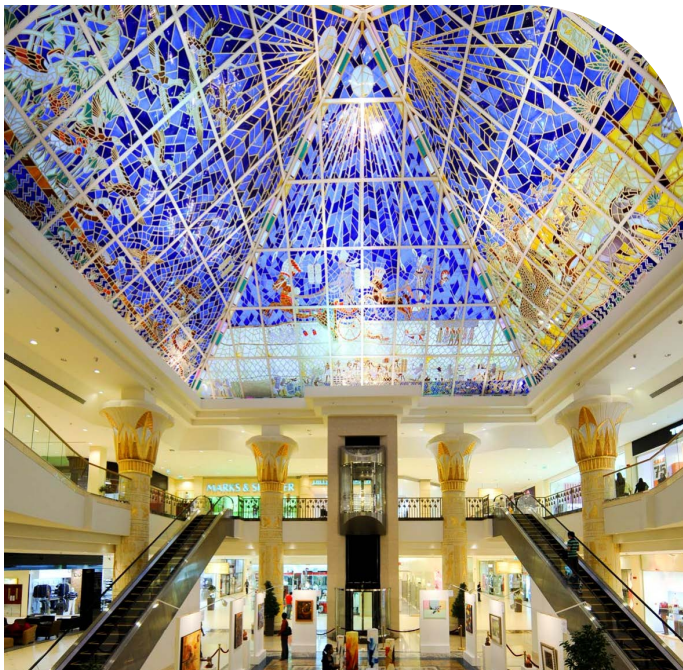
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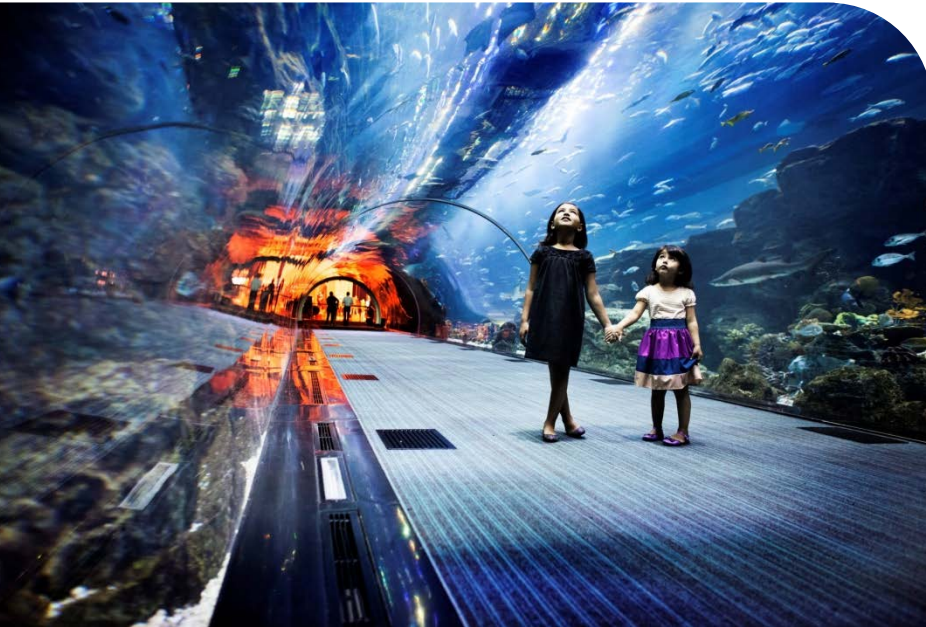
SHOPPING



- 95 malls
- World's biggest shopping mall
- Global #2 for highest number of retail brands
- Arabian souks

FAMILY

Ambition to be the world's premier family destination



- Rich diversity of attractions for all ages and interests
- World-class family hotels and resorts
- Serving up global cuisine
- Family-friendly festivals
- Glorious beaches and gentle currents
- Among the safest cities in the world
- Extraordinary family experiences



OUTDOOR

Where the sun always shines



- For the adrenaline junkie
- For the avid adventurer
- Beach and water sports lovers
- Fitness freaks and sports fans

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GASTRONOMY



- Menu drawn from over 200 nationalities
- A spread over 5,400 eateries
- Home to Michelin-starred chefs
- Among the best in the world: Zuma and Le Petite Maison
- Dining in incredible surroundings

WHERE ELSE CAN YOU DINE...

At the top of the world?



At the bottom of the ocean?



At the base of a dune?



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A CITY THAT NEVER SLEEPS



EVENTS

To cement our reputation as the global hub for events and festivals



CULTURE: HERITAGE



- Sheikh Mohammed Centre For Cultural Understanding – “Open Doors. Open Minds”
- Strives to raise awareness and de-mystify the local culture, customs and religion of UAE

CULTURE: THE ARTS



- Art galleries:
Al Quoz,
Al Fahidi,
DIFC
- Performances:
Cavalia, Cirque
du Soleil
- Music

THE FUTURE



What's coming up:

- 2nd edition of:
 - Motor Festival,
21 Nov – 5 Dec
 - Food Festival,
8-28 Feb
- 20th edition of Dubai Shopping Festival,
Jan 2015

THE FUTURE



2016: 115,000 rooms

- *Four Seasons Resort Dubai*
- *Royal Atlantis Resort*

H1 2014: 88,680 rooms

- *Waldorf Astoria Dubai Palm Jumeirah*
- *Sofitel Dubai The Palm*
- *Sofitel Dubai Downtown*
- *Dubai Marriott Hotel Al Jaddaf*
- *Warwick Hotel Dubai*
- *Double Tree by Hilton – Jumeirah Beach*

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FUTURE FOCUS

- Dubai Safari Project (Q4 2014/Q1 2015)
- Wire World (Q1 2015)
- Madinat Jumeirah expansion (Q1 2016)
- Dubai Parks & Resorts – Legoland, Motiongate and Bollywood Parks (2016)
- Dubai Opera House (2017)
- Bluewaters Island (2018)



HE HELAL ALMARRI
DIRECTOR GENERAL,
DTCM

“While the city is already seen as a must visit destination, a continuous drive to innovate will lead to a constant reinvention of the visitor experience creating one that is unrivaled anywhere else in the world”



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