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**Nakheel’s Dragon Mart sees record visitor numbers as shopping festival takes hold**

**World-famous retail hub bags 40 per cent jump in footfall**

**Dubai, 12 January 2016 …** Nakheel’s world-famous Dragon Mart retail complex in Dubai is celebrating its highest number of daily visitors since opening in 2004, with average daily footfall topping 110,000 at peak times as DSF 2016 gathers momentum.

Dragon Mart, which is taking part in the Dubai Shopping Festival for the first time, bagged a 40 per cent jump in visitors last weekend – higher than the 25 per cent increase predicted.

Dragon Mart usually welcomes around 80,000 people daily, but the combination of DSF promotions and the recent opening of the 1.1 million sq ft Dragon Mart 2 has boosted visitor figures by more than 30,000 a day, said Nakheel.

The news comes as Nakheel’s DSF AED1.1 million new car giveaway steps up a gear, with the first two winners drawn today. Four Jeep Wranglers are up for grabs at Dragon Mart and four Mercedes Benzes at Ibn Battuta Mall during the month-long event.

Omar Khoory, Director of Nakheel Retail, said: “The Dragon Mart visitor figures are even higher than the 25 per cent increase we were expecting last weekend, and highlight the success of our DSF participation even at this early stage in the event.”

The two-storey, 500-outlet Dragon Mart 2 complex has a brought an extra 4,500 parking spaces, a 12-screen Novo Cinema complex, a food court and a separate dining terrace offering a range of indoor and outdoor options to the retail hub.

Customers who spend AED200 at Dragon Mart in January can enter the Jeep Wrangler draw, while shoppers at Ibn Battuta Mall could win a new Mercedes Benz when they spend AED250. A new car will be won at both malls each week during DSF.

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**NOTE TO EDITORS**

**ABOUT NAKHEEL (**[**www.nakheel.com**](http://www.nakheel.com)**)**

Nakheel is one of the world’s leading developers and a major contributor to realising the vision of Dubai for the 21st century: creating a world class destination for living, business and tourism. Nakheel continues to deliver and enhance an iconic portfolio of innovative landmark projects in Dubai across the residential, retail, hospitality and leisure sectors.

Our master developments include Palm Jumeirah, The World, Deira Islands, Jumeirah Islands, Jumeirah Village, Jumeirah Park, Jumeirah Heights, The Gardens, Discovery Gardens, Al Furjan, Warsan Village, Dragon City, International City, Jebel Ali Gardens and Nad Al Sheba Community. Together, these span more than 15,000 hectares and currently provide homes for over 270,000 people. Nakheel has nearly 21,000 residential units under construction or in the pipeline.

Nakheel’s current and future retail project portfolio covers more than 15 million square feet of leasable space. Retail destination developments include Ibn Battuta Mall, Dragon Mart 1 and 2, Nakheel Mall, The Pointe, The Golden Mile, Deira Mall, Deira Islands Night Souk, Warsan Souk, Al Khail Avenue, The Circle Mall and major extensions to Dragon Mart (renamed Dragon City) and Ibn Battuta Mall. Nakheel also has several neighbourhood community centres in operation or under development.

Our growing hospitality project portfolio comprises 10 hotels at various locations in Dubai, including Palm Jumeirah, Deira Islands, Ibn Battuta Mall and Dragon City.