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Dubai Tourism Highlights New Theme Parks and Family Packages at World Travel Market Africa 2016

- 'Best Stand To Do Business' award presented to Dubai Tourism
- 14 partners and stakeholders joined Dubai stand to showcase the emirate's new attractions and offerings
- Dubai Tourism to host 500 African travel trade delegates this summer

Dubai, UAE; 11 April 2016: Dubai's presence at this year's World Travel Market (WTM) Africa, which took place in Cape Town, South Africa from 6-8 April, highlighted the continual appeal of Dubai to visitors from Africa, with Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) bolstering its commitment to the continent's business and leisure travellers.

Presented the 'Best Stand To Do Business' award during the event, the Dubai stand treated its guests to a glimpse of the city's upcoming theme parks alongside 14 partners and stakeholders offering a comprehensive range of services for African travellers, including budget and five-star luxury holidays, hotels, tours and packages. The Dubai stand also featured a blend of heritage and culture and cutting-edge technology: guests had the chance to enjoy henna artists in the traditional Majlis and also experience Dubai 360, an immersive virtual reality tour of the city that allows guests to see some of Dubai's most breath-taking scenes and attractions without leaving the stand.

Speaking about the importance of WTM Africa, **Issam Kazim, CEO of Dubai Tourism**, said: "Africa has always been one of our key target source markets for visitors as part of our diversification strategy, reflected in the more than 750,000 overnight visitors we welcomed to Dubai from the African continent in 2015. Dubai's range of attractions, experiences and events already hold great appeal for families across all of our source markets, and with four major theme parks opening in the emirate in 2016, this is set to be significantly enhanced. At the same time, African countries have a lot of potential, especially given their youthful and increasingly prosperous populations that seek to travel and explore the world."

Dubai's attractions and entertainment offering is set to be boosted further with the opening of Dubai Parks and Resorts, the region's largest integrated theme park destination, in October 2016. The park comprises motiongate™ Dubai, a unique theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate, as well as the region's first LEGOLAND® Park and LEGOLAND® Water Park. Committed to bringing together the best of the East and West, Dubai Parks and Resorts will also feature Bollywood Parks™ Dubai, the first ever theme park based on the sights and sounds of the Indian film industry.

A further announcement made at WTM Africa 2016 last week was Dubai Tourism's plan to host 500 African travel trade delegates, including 150 from southern Africa, in June this year to give



them the opportunity to experience Dubai. Taking place from 2-7 June, the trip will last four days and five nights, allowing participants to effectively communicate to their customers the one-of-a-kind holiday experience that Dubai offers. Delegates will receive first-hand experience of Dubai's extensive retail, gastronomic and family offerings, while also visiting the emirate during the summer – a time when southern Africans will likely be looking for an escape from the winter cold and a chance to take advantage of the numerous deals on offer in Dubai during this period.

Last year Dubai welcomed more than 750,000 visitors from the African continent. Nigeria remains Dubai's top African source market, but the emirate has also maintained a focus on key African markets such as Kenya, South Africa, Ethiopia, Angola and the United Republic of Tanzania through a series of road shows and trade events across the region.

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Notes to editors

Dubai Tourism was joined at WTM Africa 2016 by 14 city partners, including:

- Dubai Parks & Resorts
- Emirates Airline
- VIDA Hotels & Resorts
- Jood Palace Hotel Dubai
- Rayna Tourism
- Dubai Marine Beach Resort & Spa
- Grosvenor House
- Arabian Adventures
- Westin Dubai Mina Seyahi Beach Resort and Marina
- Royal Gulf Tourism LLC
- Hyatt Hotels Dubai
- Taj Tower Hotel
- Dubai Link Tours
- North Tours

About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate.

Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Convention and Events Bureau, Dubai Calendar, and Dubai Festivals and Retail Establishment (formerly known as Dubai Events and Promotions Establishment).

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