

PRESS RELEASE

DSS boosts consumer electronics sales

Mobile phones a best-seller among tourists

Dubai, UAE, July 31 2016: Visitors to the 19th edition of Dubai Summer Surprises are spoilt for choice over the number of bargains and promotions, as they flock to retail outlets to lay their hands on discounts of up to 75 % on an array of products, giving a boost to retail business in the summer.



The heightened shopping activity during DSS has had a strong impact on different retail segments including consumer electronics, as residents and tourists continue to find great deals on the latest TVs, smartphones and tablets, to name a few.



Reporting excellent growth during the first three weeks of DSS 2016, Ariel Pangilinan, Manager of the flagship Sony store at The Dubai Mall, said that footfall and sales have increased since the start of DSS with mobile phones being the best-selling product, especially among tourists.

Christopher Balisbik, Sales Supervisor at Plug-Ins Electronix, said that mobile phones, smartphones and home electronics were attracting more shoppers to the store, which offers huge discounts and amazing promotions during DSS in addition to offering prizes worth AED 250,000 including a range of electronics. He expects an increasing number of shoppers to visit his store in the next few weeks of DSS.



Kawasaki Vomih, a software engineer, is one of the DSS visitors who is enjoying a rewarding experience: “I am extremely happy with the diverse product range and attractive prices in the consumer electronics category during Dubai Summer Surprises, not to mention the multiple chances to win amazing prizes.

“I came to Dubai with my family and this is our first visit to the city. We are having a great time here during this summer extravaganza that attracts tourists and shoppers from all walks of life with fabulous bargains across thousands of participating stores and entertainment activities in malls across Dubai”, he said.



Kimora Shin, a shipping company employee who is in Dubai for DSS, said: “One of the main attractions in Dubai during DSS is the unbeatable prices on a wide range of goods, especially consumer electronics. I came this time to buy top-of-the-range smartphones which are available at competitive prices in Dubai. This is my second visit to Dubai and will visit the city again and again in the future”.



DSS 2016, themed “Own The Summer” offers rewarding experiences combined with world-class entertainment in what is the largest and longest summer extravaganza in the region. Residents and visitors can participate in retail promotions during DSS to win amazing prizes including the chance to win 12 Infiniti Q50 cars.

For more information, go to: www.dubaisummersurprises.com and to participate in the DSS extravaganza, be sure to use the hashtag **#DubaiSummerSurprises** on the following social media channels:

Facebook: <https://www.facebook.com/dsssocal>

Twitter: <https://twitter.com/dsssocal>

Instagram – DSSsocial

Snapchat – DSSsocial

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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). In addition to its headquarters in Dubai, Dubai Tourism operates 20 offices worldwide.