

PRESS RELEASE

Less than a week left to snap up great bargains at Dubai Summer Surprises

Dubai, UAE, 15 August 2016: Dubai is all set for increased retail activity, as residents and visitors gear up to snap up amazing shopping offers in the final stages of this year's Dubai Summer Surprises.

Having made the most of the first five weeks of DSS 2016, shoppers now have less than a week to be a part of the amazing DSS atmosphere and visit participating malls and retail outlets across the city to pick up not-to-be-missed deals and enjoy great events and family fun.

DSS 2016, which is organised by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism), runs until 20 August under the theme 'Own The Summer'.



With many residents returning to Dubai after their summer vacation overseas and parents scouting for school-related merchandise with the start of the back-to-school season, DSS continues to compliment the summer season with plenty of rewarding experiences for all including hefty discounts of up to 75 % on an array of products and brands and the chance to win millions of dirhams worth of prizes.

'Shop & Win' Infiniti Q50s and Scholarships for kids

The 'Shop & Win' promotion run in collaboration with the Dubai Shopping Malls Group (DSMG), offers visitors the opportunity to win two more Infiniti Q50 cars this week on spending a minimum AED 200 at participating malls. A total of 12 Infiniti Q50 cars have been offered as prizes during DSS in association with the Arabian Automobiles Company (AAC), flagship company of AW Rostamani Group, and the exclusive dealer for Infiniti in Dubai and the Northern Emirates.

Starting from 18 August, shoppers also have the chance to win a total of AED 500,000 in school tuition fees for their children in the 'Shop & Win Scholarships' promotion, which will also be run jointly with DSMG. Shoppers spending a minimum AED 200 on school-related purchases are entitled to a raffle coupon that will be entered into a draw, offering the chance to win a full year's scholarship for their child up to a maximum value of AED 50,000.



Multiply Your Summer Fun

You can also 'Multiply Your Summer Fun' at The Dubai Mall with exclusive deals and money-saving summer passes for some of Dubai's most exciting indoor entertainment venues located at the mall.

In the 'Go Where You've Always Wanted' promotion at City Centre Deira & City Centre Mirdif, win daily airline tickets to any destination for a minimum spend of AED300 while at Mall of the Emirates shop for AED 450 and get a chance to win a mystery vacation worth AED 150,000.

At T'he Giant Ball Pit' held at The Dubai Mall, Star Atrium, everyday until end of DSS get ready to swing, jump, and just roll all over in the super exciting and undeniably fun pit of giant balls. Take the plunge for supersized fun! Shoppers who spend AED 100 at any children's outlets will get a free session in The Giant Ball Pit and a toy.



More excitement, more offers

At Dragon Mart 2, enjoy the 'Barbie You Can Be An Athlete' experience or simply spend AED 200 and get a Scratch & Win card with prizes while there will be a weekly draw offering one shopper the chance to win AED 10,000 worth of shopping vouchers.

Visitors to THE BEACH can avail themselves of special offers and discounts on a variety of entertainment activities and at food outlets, while at Ibn Battuta Mall, for every minimum spend of AED 300, five lucky shoppers each get the chance to win vouchers worth AED 10,000 every week.

At Mercato and Town Centre Jumeirah, for every AED 200 spent at any retail outlet, customers will be entitled to receive one coupon that will be entered into the raffle draw to win one of the following prizes - Cadillac Escalade Car, a 7-night family trip of 4 to Mauritius or Jewellery Prize worth AED 25,000.

DSS shoppers can also enjoy interactive summer activities indoors at Dubai Festival City Mall and also shop for AED 250 and enter a draw to win a Jeep Wrangler.

You can also shop at Paris Gallery stores for the best offers this summer on a premium collection of over 650 international brands and get instant gifts.

Visitors can also pack more into their trip with exclusive offers around the city from My Emirates Pass. Dine, relax and play for less with special rates at restaurants, spas, golf clubs and more – in Dubai and beyond.

Enjoy amazing online Dubai Duty Free shopping experiences by shopping at online.dubaidutyfree.com for over 3,000 world-class products and enjoy 5% off.

Meanwhile, get free fuel worth AED 100 when you purchase your VIP tag for AED 250 from any EPPCO/ENOC service station.

DSS shoppers can continue to enjoy enriching experiences in the final week as various malls stage world-class entertainment shows and activities including the Mercato Circus Fiesta, The Giant Ball Pit at The Dubai Mall, Jungle Book activation at CITY WALK, Bricks at BOXPARK, and the Miss Fortune Circus at Ibn Battuta Mall, to name a few.

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

Ends

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.