

## Press Release

# DUBAI TARGETS INCREASE IN CRUISE TOURISTS FROM EUROPE AND INDIA

**Dubai's position as leading winter cruise destination highlighted at Seatrade Europe and via roadshows in major cities across India**

**Dubai, UAE, 23 October 2017:** Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) has stepped up efforts to cement and enhance the emirate's position as the "Cruise Hub of the Region".

Dubai Tourism exhibited at Seatrade Europe, held in Hamburg last month, under the Cruise Arabia banner, which brings together the tourism authorities of Dubai, Abu Dhabi, and Bahrain on a unified stand with the goal of promoting the region as a whole, improving business sustainability and development. Dubai Tourism's latest promotional drive was aimed at attracting more cruise tourists, specifically from Europe and India.

The Dubai delegation at Seatrade Europe was headed by Jamal Humaid Al Falasi, Director of Dubai Cruise Tourism, and joined by several other relevant Dubai government entities and private sector stakeholders.

Seatrade Europe is the world's top biennial event for cruise tourism that allows industry professionals and government and private sector organisations and companies to showcase their destination offerings and discuss mutual cooperation and ways of promoting their respective cruise tourism industries.

Commenting on Dubai Tourism's latest cruise activities, **Jamal Humaid Al Falasi** said: "Our participation at Seatrade Europe came at the opportune time when cruise lines traditionally hold their discussions with destinations and service providers to plan for the subsequent seasons. We are pleased to have participated in the event under the Cruise Arabia banner, as it underlines the members' commitment to further develop the cruise tourism business in the region. We also appreciate the support of the government entities and private companies that joined us to promote Dubai as a leading cruise destination at the event."

Dubai Tourism's participation at Seatrade Europe followed a series of roadshows held in July, stopping in five major Indian cities, namely Bengaluru, Chennai, Pune, Ahmedabad and Mumbai. The events offered delegation members the opportunity to network with key Indian travel trade partners and media, in collaboration with Costa Cruises, MSC Cruises and Royal Caribbean Cruises.

The number of Indian visitors to Dubai crossed the one million mark for the first time over a six-month period between January and June 2017, registering an increase of 21 per cent over the same period last year. To encourage more Indian tourists to visit the emirate, the UAE has extended visas-on-arrival to Indian nationals with a valid American visa or Green Card.

Dubai has emerged as the leading cruise destination in the region with over 625,000 cruise tourists visiting the city during the 2016/2017 season, reflecting an increase of over 15 per cent when compared to the 2015/2016 season.

Dubai Tourism's roadshows in India and participation in Seatrade Europe have given the travel trade in the relevant markets a better understanding of Dubai's cruise industry and the viability of taking a cruise trip from Dubai or a pre /post cruise stay, facilitated by the Multiple Entry UAE Visit Visa exclusively for cruise tourists at a nominal fee.

Dubai is the winter home port for multiple international cruise lines operating regular international itineraries out of Dubai ranging from 5 nights, 7 nights to 14 nights and longer. Dubai has become a favored destination among the international cruise lines and cruise tourists, affirmed by the number of overnight ship calls. The destination is opted by over 20 world-class cruise lines for their ship's passenger exchange for their international and world cruise itineraries. It all translates into a wide range of options for the tourist to choose from when planning a cruise holiday.

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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 Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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