

DUBAI SET TO DRAW MORE SAUDI VISITORS FOLLOWING STRATEGIC ALLIANCE WITH AL TAYYAR TRAVEL GROUP

- **Unique initiatives launched to position Dubai as the preferred destination for Saudi visitors**
 - **Saudi Arabia one of top three source markets for Dubai's tourism industry**

Dubai, UAE 25 July 2018: Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) and Al Tayyar Travel Group, Saudi Arabia's leading travel and tourism company, have formed a strategic alliance with the aim of further enhancing Dubai's position as the preferred destination for Saudi visitors. The partnership will pave the way for launching unique initiatives that will help expand Dubai Tourism's marketing reach and visibility within Saudi Arabia, one of Dubai's top three visitor source markets.

The promotional strategies will be primarily implemented through Al Tayyar Travel Group's Strategic Online Business Unit, the largest home-grown digital travel company in the MENA region that manages two cutting-edge online travel platforms on web, mobile web and app: Almosafer and tajawal. The alliance will see Almosafer creating inspirational content on Dubai's tourism offerings to be promoted across all its communication channels. The online travel platform has also collaborated with one of the most prominent Saudi-based social media influencers, Mohammed Alnhet, to develop an exciting series of videos showcasing the diversity of Dubai's attractions and experiences.

Commenting on the alliance, **Issam Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing (DCTCM)**, said: "We are pleased to form a strategic alliance with Al Tayyar Travel Group, one of Saudi Arabia's leading travel companies, to work together in promoting the diversity of Dubai's offerings to Saudi travellers. We have a shared vision of positioning Dubai as the destination of choice for Saudi visitors, and our partnership will further support the achievement of mutual business goals.

"The geographical proximity of our countries and also the fact that we share the same values and cultural backgrounds, makes the GCC, especially Saudi Arabia, a core market for Dubai's tourism industry. Moreover, families – our key audience – constitute the bulk of the visitors from this region and with the support of strategic partnerships with travel companies such as Al Tayyar Travel Group, we are confident of attracting even more visitors from this segment."

Almosafer will offer special hotel and flight deals exclusively for Saudi travellers to Dubai such as top things-to-do in the city, iconic attractions to visit, a slew of handpicked restaurants and shopping options, as well as travel

tips. The online travel platform will create special Dubai-centric holiday packages, tailored to each of the travel segments - couples, families, individuals or business travellers.

Abdullah Bin Nasser Al-Dawood, CEO, Al Tayyar Travel Group said: “Both Al Tayyar Travel Group and Dubai Tourism have ambitious growth plans in Saudi Arabia, and I am thrilled we have reached this new partnership that will continue to significantly benefit our respective businesses, increasing inbound tourism for KSA travellers to Dubai, and boost GCC travel industry as a whole.

“Almosafer caters to the discerned needs of Arab travellers, with simple-to-use mobile applications and easy-booking services. With a focus on making travel accessible and smooth, whilst offering the latest secure payment options, full transparency in pricing, offers and deals, Almosafer is a go-to platform for Saudi visitors to Dubai, to help plan their family vacations, business trips, staycations and more.”

The strong interest in visiting Dubai is reflected in the fact that Almosafer witnessed a 41% growth in Dubai bookings from 2017 to 2018, whilst Dubai Tourism confirmed that in the first five months of this year, the emirate welcomed 630,000 Saudi visitors.

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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.

Al Tayyar Strategic OBU

Al Tayyar's Strategic Online Business Unit is MENA's largest home-grown digital travel company, managing two cutting-edge online travel platforms on web, mobile web and app: Almosafer and tajawal. Harnessing decades of industry leadership and expertise, it brings Al Tayyar's offline travel knowledge to the digital sphere. Both Almosafer and tajawal offer airline tickets, hotel bookings as well as holiday packages and ancillary travel products. The Strategic Online Business Unit not only is the clear technology leader in the regional travel space, it also leads in understanding regional travel needs being the largest home-grown player. Within less than 2.5 years after its inception in January 2016, the Strategic Online Business Unit has scaled to reach a phenomenal USD ½ billion in sales. It continues to grow month on month with a clear path towards profitability within the next few years.

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