

EMIRATES EXTENDS BAGGAGE ALLOWANCE TO DUBAI SHOPPING FESTIVAL SHOPPERS

Dubai, United Arab Emirates, 30 December 2018: Shoppers can fly higher with this year's Dubai Shopping Festival (DSF) thanks to a special offer from Emirates, the world's largest international airline. Economy class ticket holders can enjoy additional baggage allowance on return flights during the biggest shopping festival of the year, running until 2 February.



Emirates passengers booked on an Economy class roundtrip ticket to Dubai can shop without limits, and return home with the latest fashion bargains at no extra costs incurred, affirming Dubai Shopping Festival as the city's most generous mega sale.

Jet setters returning to Emirates destinations in Canada, North America, Central America, South America or Africa can go home with one extra piece of luggage*. Those travelling to other destinations within the Emirates network can take advantage of an additional 10 kilograms baggage allowance. The offer is applicable on bookings made from 17 December 2018 until 2 February 2019, for return travel between 26 December 2018 and 4 February 2019.

Mohammad Al Hashimi, Emirates' Vice President, Commercial Products Dubai, said: "In celebration of the Dubai Shopping Festival 2019, we are very pleased to announce our excess baggage offer, encouraging visitors to Dubai to take full advantage of the attractive discounts during the 6 week super sale. There's something for everyone to splurge on this New Year and enjoy the Emirates' additional baggage allowance on the return trip home".

Running from 26 December to 2 February, Dubai's biggest shopping event will feature over 700 brands participating at 3,200 outlets across the city, with deal-hunters able to enjoy up to 75 percent off a wide range of products during the five-week sales.

Commenting on the offer, **Ahmed Al Khaja, CEO, Dubai Festivals and Retail Establishment, an agency of Dubai Tourism**, said: "Dubai Shopping Festival is one of the most popular events in the Retail Calendar; attracting tourists from around the world with unbeatable offers and world-class entertainment. We are grateful to Emirates for giving visitors even more reasons to shop and make the most of this year's edition, which has been extended for an extra week to offer plenty of opportunities and time to shop and win."

Passengers can find the full details and terms and conditions of the offer on www.emirates.com under the Special Offer section.

In addition to the series of incredible sales and promotions, DSF will offer an extensive line-up of exciting events and activities for residents and visitors to choose from including concerts by music icons and free-to-attend family-oriented activities in malls and activations by leading brands. For more information, please visit www.mydsf.ae or @DSFSocial and #MyDSF for the latest news, information and events.

DSF is supported by strategic partners which include: Emirates Airline, Emaar (The Dubai Mall), Majid Al Futtaim (Mall of the Emirates, City Centre Mirdif, City Centre Deira), AW Rostamani Group, Al Futtaim Group (Dubai Festival City Mall), Nakheel Malls (Ibn Battuta Mall, Dragon Mart 1, Dragon Mart 2), Dubai Duty Free, ENOC, Al Zarooni Group (Mercato), Meraas and Etisalat. The key sponsors include: VISA and Jumbo.

**Terms and Conditions apply*

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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.

About Dubai Festivals and Retail Establishment

The Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing, is responsible for developing Dubai's retail and festival sectors and supporting the positioning of Dubai as a world-class tourism destination with year-round family entertainment, shopping and events.

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