

LIGHT UP THE WEEKEND THIS DUBAI SHOPPING FESTIVAL WITH FIREWORKS DISPLAYS

Dubai, United Arab Emirates, 17 January 2019: Residents and visitors can enjoy magnificent fireworks shows for the 24th edition of Dubai Shopping Festival (DSF), which is brimming with exclusive promotions, sales and entertainment. The spectacular fireworks displays are taking place every weekend throughout the festival across three of the city's most popular leisure destinations by Meraas, including the laid-back beachfront destination The Beach opposite JBR at 20:00, the bustling waterfront promenade Al Seef at 20:30, and the world-class beachfront destination La Mer at 21:00. Visitors to these locales and residents within the neighbouring districts can enjoy the beautiful views of the spectacles every Thursday and Friday until 2 February.



For a full update on Dubai Shopping Festival activities, please visit www.mydsf.ae or @DSFSocial and #MyDSF.



DSF is supported by strategic partners which include Emirates Airlines, 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.



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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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