

## DUBAI SHOPPING FESTIVAL SHOWERS SHOPPERS WITH EXTRA DEALS AND PRIZES THIS JANUARY!

**Dubai, United Arab Emirates, 21 January 2019:** The 24<sup>th</sup> edition of Dubai Shopping Festival (DSF), Dubai's annual shopping extravaganza brought to life by Dubai Festivals and Retail Establishment (DFRE), continues to entice shoppers with an array of promotions and chances to win big until 2 February.



Residents and visitors can reap rewards with **Visa** this DSF and enjoy offers across iconic hotels, exciting restaurants and attractions. Visa card holders can claim an additional 20 per cent off across food and beverage outlets at Jumeirah and further save 25 per cent on stays, while thrill seekers can savour 15 per cent off on the **Dubai Pass**. Fashion enthusiasts can enjoy further benefits at **Majid Al Futtaim** malls and an additional 15 per cent off in **Splash** when using their Visa card for transactions. In addition, **Meraas** will extend up to 20 per cent off for every one using Visa cards across their restaurants, attractions and cinemas and **Home Centre** will give Visa customers a complimentary design studio service worth AED799 on all purchases across their stores until 2 February.



In addition to generous promotions across electronic goods including TVs, cameras, computers and mobile phones, **Jumbo**, the city's leading electronic store, will draw 30 lucky winners everyday as part of the digital raffle draw taking place throughout DSF. Customers making transactions of AED500 and over will enter the daily raffle for a chance to win.



One shopper's million dirham dream is just a spin away at **City Centre Mirdif**! Bargain buyers heading to the mall and spending over AED350 will enter the draw and have the chance to win up to AED 1 million dirhams in the Big Spin on the penultimate day of DSF, 1 February. Consumers will also have plenty of other opportunities to claim instant prizes at the mall's dedicated Games Room, where spenders can earn AED500 when spending AED500, and AED2,000 when spending AED1,000.





**City Centre Deira**, in addition to offering unbeatable promotions across 370 stores, will give shoppers the chance to win a 2019 Toyota Land Cruiser and instant prizes with their Spend to Win initiative running until 2 February. A Scratch and Win promotion launched at the mall will give customers instant rewards. Visitors to the mall simply have to spend AED600 and head to the Customer Service Desk to collect a Scratch and Win card and have opportunity to win AED1,000 instantly.



Continuing with the car theme, customers spending AED200 at any outlet in **Dragon Mart 1 or Dragon Mart 2** this DSF will enter in the draw for a chance to win one of the two Renault Duster cars raffled every three weeks, in addition to five **Nakheel Malls Gift Cards** to be won on a weekly basis.

Granting wishes this DSF, **Mercato Mall and Town Centre Jumeirah** will offer visitors an exciting shop and win promotion. Shoppers spending AED200 across any outlet will receive a coupon for the prize draw that will see three lucky winners take home one of three prizes; a Lexus Car, a fully paid family holiday to Switzerland and a complete room renovation at the winner's home.

Meraas destinations; **City Walk, La Mer, The Beach, Boxpark, Al Seef, The Outlet Village and Bluewaters Island** will give away a combined prize value of AED 1 million in weekly draws, as 200 shoppers will win Meraas gift cards worth AED5,000. Customers spending AED200 in any Meraas destination will have the opportunity to enter the raffle with spenders doubling their chances of winning on the nights of the fireworks – every Thursday and Friday at La Mer, The Beach and Al Seef throughout DSF.

In addition, shoppers visiting **Ibn Battuta Mall** have the chance to win big as part of its huge raffle. Buyers spending AED300 at any of the mall's outlets can enter the raffle to claim weekly **Nakheel Malls** gift cards worth AED2,000 and AED25,000 until 2 February.

**Dubai Festival City Mall** shoppers can drive away with one of four luxury cars as part of the mall's raffle. Four lucky shoppers making minimum purchases of AED300 this DSF may be driving home in a Lexus UX 200 premier car, with Dubai Festival City Mall gift card buyers doubling their chances for the draw when a value of AED300 is spent.

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.

For more information and a full update on DSF activities, visit <http://www.mydsf.ae/> or @DSFSocial and #MyDSF.

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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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