

DUBAI TOURISM WAIVES REQUIREMENT FOR INDUSTRY STAKEHOLDERS TO REGISTER THEIR PUBLIC RELATIONS OFFICERS WHEN CARRYING OUT TRANSACTIONS

- **Permits and approvals can now be obtained online via Dubai Tourism portal**
- **Cancellation of PRO card is part of ongoing efforts to ease business processes across the city**
- **New deregulations will contribute to Smart Government initiative and Dubai Paperless Strategy**

DUBAI, United Arab Emirates, 27 January 2019: Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) has waived a mandatory requirement for hotel establishments, tourism companies and event organisers to obtain a Public Relations Officer (PRO) card prior to conducting industry transactions such as requests for permits and approvals for a range of tourism and travel-related activities and services.

Following this deregulation measure, hotels and tourism companies including travel agents, tour operators and event management businesses can now submit requests and applications online via the Dubai Tourism portal, saving time and reducing operating costs..

Previously, based on an Executive Council of Dubai Resolution of 2012, companies in the tourism industry were required to register their official representatives with Dubai Tourism and obtain a Public Relations Officer (PRO) card for all transactions. Tourism and travel service providers were charged AED1000 per PRO card which was subject to an annual renewal fee, with penalties imposed on companies that violated the provision.



Commenting on the regulatory exemption, **Khalid Bin Touq, Executive Director, Tourism Activities and Classifications Sector, Dubai Tourism**, said: “The cancellation of this precondition for conducting official transactions is in keeping with the vision of His Highness, Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to transform Dubai into a fully-fledged smart city and the 'Dubai Paperless Strategy' launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council of Dubai. The latest deregulation steps taken by Dubai Tourism form part of the ongoing efforts to eliminate barriers to entry and growth for SMEs and start-ups, and reflects our commitment to bringing relief to small businesses and entrepreneurs by minimising red tape and introducing hassle-free processes. The enhancements will also help create stronger synergies with our network of stakeholders by providing them with yet another incentive to boost performance, as we work closely together to achieve the goals of the 2022-2025 tourism strategy.”

The new measure follows the recent cancellation of a regulatory prerequisite that required tourism-related service providers to furnish a bank guarantee to Dubai Tourism prior to obtaining a trade license from the Department of Economic Development. Separately, Dubai Tourism had introduced three proposals to support the government’s economic stimulus programme aimed at making it easier to operate and grow a business in Dubai including attracting more transit passengers to visit the emirate, introducing the time

share concept to increase the appeal to families and to encourage more luxury yachts to visit Dubai's waters.

– Ends –

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.

For further information, please contact:

Dubai Tourism

mediarelations@dubaitourism.ae

[+971] 600 55 5559

[+971] 4 201 7631