

DUBAI REINFORCES ITS POSITION AS FAVOURED WINTER CRUISE DESTINATION AT SEATRADE CRUISE GLOBAL 2019

Dubai, UAE, 23 April 2019: Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) highlighted the city's growing popularity as a global cruise destination during the 2019 edition of Seatrade Cruise Global, a leading event for the global cruise industry that took place from 8 to 11 April in Florida, USA. The event reinforced Dubai's suitability for home porting for international cruise lines and showcased the emirate as a viable destination for pre and post cruise stopovers.



Dubai Tourism participated in the leading annual cruise industry event, exhibiting once again under the Cruise Arabia banner to bring together the tourism authorities of Dubai, Abu Dhabi, Oman and Bahrain. The unified stand promoted the region's cruising capabilities as a whole, improving business sustainability and development following successful networking and business opportunities with leading brands in the global cruise industry.

The event also welcomed world-class international cruise lines, providing a valuable platform to host discussions on deployments and homeporting opportunities in Dubai. Crucial leads were generated as a result, reaffirming Dubai's position as the "cruise hub of the region" with ten international cruise lines confirming they would make Dubai their winter home port during the 2020/21 season. This will result in over ten cruise ships sailing out of Dubai every week on a round trip international itinerary, offering diversified choices across all budgets and demographics – including boutique, ultra-luxury and mega-ships.



Speaking about Dubai Tourism's presence at this year's Seatrade Cruise Global, **Hamad Bin Mejren, Senior Vice President, Dubai Tourism**, said: "Dubai is primed as a year-round 'must-visit' destination for cruise tourists, welcoming multiple international cruise lines to operate regular international itineraries out of the city. We are committed to actively working with our robust network of local, regional and global partners to continue to highlight Dubai's ease of accessibility – be it with the introduction of a six month multi-entry UAE visa exclusively for the crew of cruise ships free of cost, a low cost multi-entry UAE visit visa exclusively for cruise tourists, visa on arrival for over 50 nationalities, and simplified immigration and cruise-specific visa procedures on our online portals. This works in conjunction with Dubai's efficient cruise terminal operations and continual enhancements, reinforcing the emirate's reputation as one of the world's leading cruise destinations."

Dubai is leading its mission towards becoming one of the most favoured destinations amongst the international cruise lines and cruise tourists, having welcomed over 725,000 cruise tourists to the city during the 2017/2018 season via 150 ship calls – including more than 20 world-class cruise lines. This reflects an increase of over 15 per cent when compared to the same period last year.

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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.

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