

DUBAI TOURISM PARTNERS WITH GULF REPS AS PART OF DRIVE TO BOOST GCC VISITOR NUMBERS

- *Partnership with Gulf Reps, one of region's leading travel consultancies, will support city in attracting more Gulf nationals to visit Dubai*
 - *Tourists from the GCC accounted for 18 percent of visitors to emirate in 2018*
 - *Boosting visitor numbers from neighbouring countries part of Dubai's market specific strategy to expand and develop its tourism and travel industry*

DUBAI, UAE; 9 April 2019: Dubai Tourism has announced a new GCC-wide partnership with Gulf Reps, one of the region's leading travel consultancy agencies, as part of its ongoing drive to attract more visitors from across the Gulf to holiday in the emirate. The partnership will give Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) access to Gulf Reps' extensive network of travel industry professionals and media, as it targets increased tourist numbers from The Kingdom of Saudi Arabia, Oman, Bahrain, and Kuwait. Under the agreement, Gulf Reps will operate a representative office within the GCC with a specific focus on developing relationships with the region's tourism market, leading travel trade publications and travel companies with the purpose of promoting Dubai as the preferred destination of choice for visitors from neighbouring GCC countries.



Overnight visitors from the GCC made up 18 percent of all tourists to Dubai in 2018, highlighting the region's position as one of the most important source markets for Dubai. The collaboration with Gulf Reps will allow Dubai Tourism to maximise its exposure to, and relationship with, important industry and trade partners across the GCC, giving the city even greater visibility in strategic media outlets and travel industry publications as well as digital media.

Gulf Reps will be at the forefront of the delivery of key marketing campaigns, further strengthening and broadening Dubai's appeal to GCC travellers. As Dubai Tourism's official representative in The Kingdom of Saudi Arabia, Oman, Kuwait, and Bahrain, Gulf Reps will help showcase Dubai's diverse attractions, numerous festivals, year-round entertainment offering and landmark attractions to holidaymakers.

Issam Kazim, CEO of Dubai Corporation for Tourism and Commerce Marketing (Dubai Tourism), said:

"Dubai continues to rank among the most popular destinations for holidaymakers from across the GCC. Our partnership with Gulf Reps is part of our ongoing strategy to attract even more visitors from our neighboring markets to Dubai year on year. We aim to target further growth in every potential segment of this important market, from short stay and weekend breaks to longer vacations, especially families who are our key audience and make-up the majority of visitors from the GCC region. Over the years, Gulf Reps has built up a strong reputation as one of the leading travel and tourism consultancy firms operating in the Middle East. The company has proven, expert knowledge of this important market and its traditional demands as well as how to spot and adapt to new and emerging trends."

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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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