

DUBAI TOURISM SHOWCASES CITY'S DIVERSE DESTINATION OFFERING TO JAPAN'S LEADING TRAVEL INDUSTRY AND MEDIA PROFESSIONALS

- *Strategic familiarisation trips designed to showcase the true essence of Emirati heritage and local Arabian hospitality*
- *Dubai welcomed over 58,000 Japanese visitors in the first half of 2019, representing a 10 per cent increase over the same period last year*

Dubai, UAE; 4 September 2019: Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) recently hosted key industry and media professionals from Japan, cementing Dubai's ongoing commitment to this growing source market by showcasing the breadth of the emirate's ever-expanding destination proposition. The strategic familiarisation (FAM) trips were specially designed to drive awareness and consideration around the city's increasing product offering.



Showcasing the city's potential to grow cultural tourism, the diverse itineraries provided leading media news outlets, women's lifestyle publications and travel websites with immersive experiences that demonstrated the true essence of Emirati heritage and Arabian hospitality. This included guided tours to heritage sites, art hubs such as Alserkal Avenue, and authentic local experiences such as Hammam treatments, as well as visits to popular attractions including the Dubai Frame and Burj Khalifa, alongside unique shopping and world-class gastronomic experiences. The trip also addressed a broad range of misconceptions around safety and security, affordability, and availability of holistic leisure experiences across the city.

Trade partners were hosted at a number of different attractions, underscoring the breadth of experiences on offer that appeal to the Japanese traveller, as well as familiarising themselves with the emirate's extensive hotel offerings. The participants were able to engage with Dubai Tourism's valued network of industry partners and develop new business opportunities to raise awareness of the city as a dynamic place to visit for a range of Japanese audiences. Key industry insights enabled participants to extensively promote Dubai as a safe and attractive destination with impressive Arabian hospitality, particularly highlighting the city's unique Ramadan programming that constitutes varying cultural and community experiences for all.

Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing (DCTCM) said: "Dubai continues to experience robust growth from the Japanese market. The city welcomed 104,800 Japanese visitors in 2018, a 15.3 per cent growth over 2017, and this year Japan remains on an upward trajectory, with more than 58,000 visitors in H1 2019, a 10 per cent growth over the same period last year. The increasing tourism volumes are testament to the success of our custom market approach, enabling us to expand our reach by targeting segmented demographics through always-on marketing campaigns and ongoing trade and business partnerships with key industry players. With a focus on driving repeat visitation and further enhancing the experience of Japanese tourists during their stay, we are also working to elevate cultural experiences throughout the emirate – particularly those that enable international visitors to discover unique Arabian traditions and local Emirati heritage."

The ongoing relationship between Japan and Dubai is underpinned by Dubai Tourism's strategic campaigns, with destination messaging reinforced through multiple touchpoints and platforms across the wider travel ecosystem. This includes tailored activations that present unique perspectives of Dubai, as

well as trade partnerships with leading Japanese travel organisations. The excellent growth in Japanese arrivals is also supported by the ease of air connectivity, enabling visitors to benefit from daily flights from Narita International Airport and Haneda Airport in Tokyo and Kansai International Airport in Osaka.

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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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