

DUBAI TOURISM DRIVES DESTINATION APPEAL AMONG UK AUDIENCES AT WORLD TRAVEL MARKET 2019

- *Dubai Tourism, along with key industry partners, showcased the city's dynamic destination offering at the 40th edition of the UK's leading travel fair*
- *Department's presence at WTM cements ongoing commitment to Dubai's third largest source market*

Dubai, UAE: 7 November 2019: Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) highlighted the emirate's ongoing commitment to its third largest source market at the 40th edition of World Travel Market (WTM), one of the leading global trade events for the travel industry, held in London from 4 to 6 November 2019. Dubai Tourism exhibited alongside a delegation of more than 60 trade partners across travel and tourism, hospitality, leisure and entertainment to showcase new destination insights as well as the diverse events and festivals sector in efforts to further boost British tourist arrivals over the next year. The Dubai stand served as an immersive representation of the city's modern, unique and vibrant destination proposition, offering visitors a glimpse into the emirate's ever-growing portfolio of bespoke experiences for leisure and business travellers.



Commenting on Dubai Tourism's presence at the event, **Issam Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing (DCTCM)** said: "Our presence at World Travel Market forms a core part of our efforts to drive consideration for the city as a diverse travel destination for today's global traveller, and we are pleased to extend our support to the 40th edition of this influential event. The UK remains one of our most important source markets, retaining its position in the top three countries to visit Dubai so far in 2019. With 2020 set to be a monumental year for the emirate, we will continue to strengthen our relationships with the global travel industry, explore new trends and leverage the power of innovative solutions and ongoing partnerships to redefine the customer journey and set a new benchmark for the future of travel."

The Dubai stand invited visitors to discover more about the city's active calendar of marketing activations and communications programming, building on the success of the Department's 'always on' custom-market approach to leverage bespoke and seasonal campaigns; advocacy-based content partnerships and influencer marketing; and audience-specific trade alliances.

A notable highlight included the ongoing in-market seasonal campaigns that leverage 360-marketing outreach to position Dubai as the "always in season" destination for UK travellers, creating and distributing bespoke creatives across digital, social, and video channels catered to audience preferences and interests. Dubai Tourism continued its well-entrenched tactical campaigns with messaging adapted to highlight the city's thriving gastronomic portfolio, with a special partnership with online food distribution network, *Twisted London* to feature inspiring recipes and inviting viewers to win a chance to experience local Emirati cuisine themselves in London.

The past year also saw the launch of several niche programmes that increased interest from traditionally strong audience segments with a collaboration with renowned YouTubers Alfie & Zoella, as well as tapping into emerging segments with a high-tier activation with celebrities Rochelle Humes and Giovanna Fletcher to focus on family, fashion and fitness offerings, key motivators for UK travellers.

World Travel Market is the leading global trade event for the travel industry, enabling destinations and industry stakeholders to interact and connect in a specialist and highly driven environment. The event offered a valuable platform for Dubai to position itself on the global stage as a leading destination of choice for the UK market.

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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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