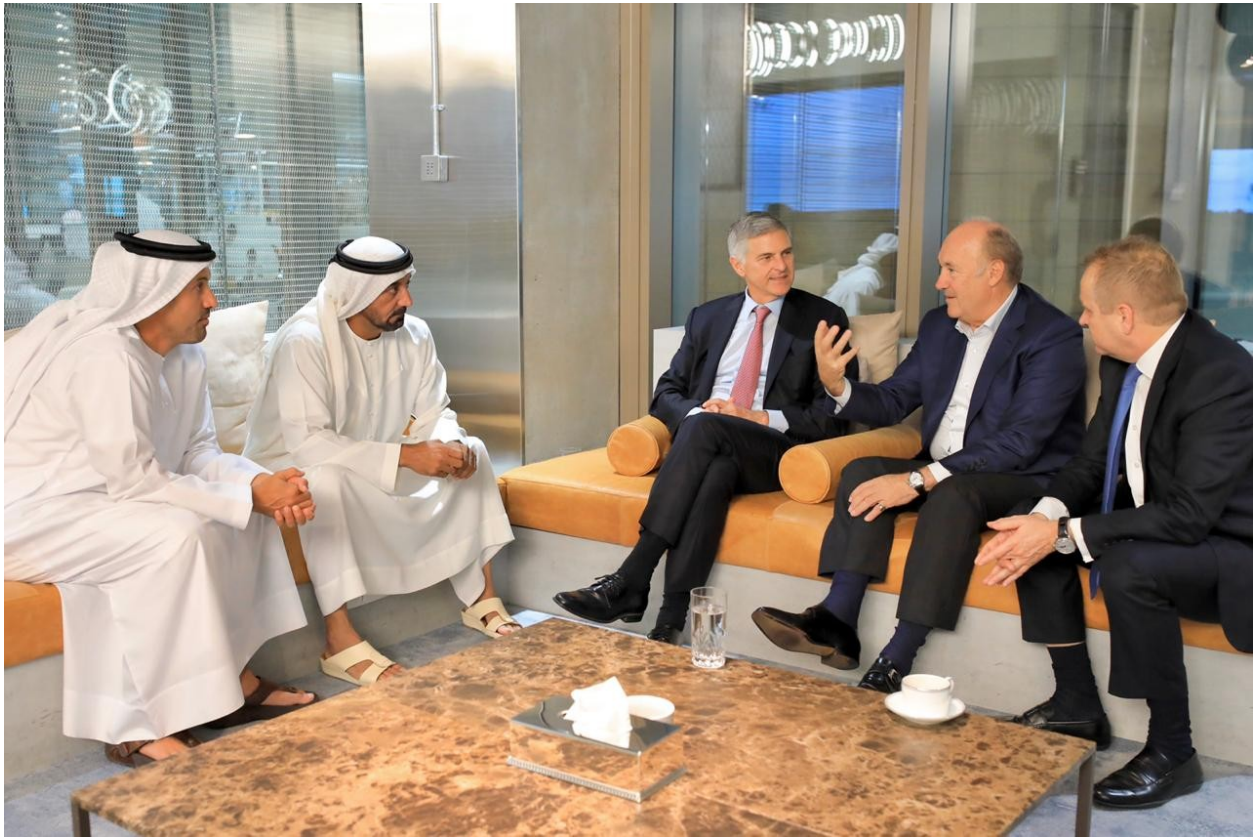


Press release

**In the presence of HH Sheikh Ahmed bin Saeed al Maktoum**  
**DUBAI TOURISM HOLDS STRATEGIC MEETING WITH INTERNATIONAL HOTEL CHAIN HILTON**

**Dubai, UAE: 28 November 2019:** Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) has held a strategic meeting with leading international hotel chain, Hilton, as part of its continuing series of engagements with key industry partners to provide them an overview and outlook of Dubai's tourism industry and explore ways of further increasing the level of stakeholder collaboration and leveraging all efforts that are underway to achieve the goals of Dubai's Tourism Vision 2022-25.



The meeting was held in the presence of His Highness, Sheikh Ahmed bin Saeed al Maktoum, Chairman of Dubai Airports, President of the Dubai Civil Aviation Authority and Chairman and CEO of Emirates Group, and was attended by His Excellency Helal Saeed Almarri, Director General, Dubai Tourism as well as Mr. Christopher J. Nassetta, President and Chief Executive Officer for Hilton, Mr. Simon Vincent, President Europe, Middle East and Africa and Mr Rudi Jagersbacher, President Middle East, Africa and Turkey..

The meeting highlighted the invaluable role that is being played by the hospitality sector, particularly by global partners such as Hilton in supporting Dubai's endeavour to become the world's No1 most visited, revisited and preferred city as envisioned by His Highness Sheikh Mohammed bin Rashid al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai.

Hilton has been consistently present in Dubai for more than 40 years and is committed to the long-term growth and development of travel and tourism in the city. Hilton currently has 18 hotels in Dubai with a further 14 hotels in its development pipeline.

It was also pointed out that industry stakeholders have been strongly encouraged to align with, and benefit from the various initiatives that have been launched to ensure the success of Dubai's tourism strategy, including the hosting of Expo 2020.

During the meeting, Dubai Tourism shared new destination insights and highlighted the strong growth in tourism traffic to Dubai in the first three quarters of 2019, the key strategies that were implemented to drive sustained visitation volumes and major elements of the plan to further boost visitor numbers during Expo 2020 in cooperation with stakeholders and partners, both locally and overseas.

**- 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.

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