

Dubai all set to celebrate Bahrain National Day

15 Dec 2020, Dubai, UAE



An array of activations and activities will be held in Dubai to celebrate the 49th National Day of the Kingdom of Bahrain, which falls on 16 December, reflecting the strong and fraternal relations between the UAE and Bahrain and the peoples of both countries.

The celebrations on the occasion of Bahrain National Day will provide Bahraini expatriates and Bahraini nationals visiting Dubai, as well as all other UAE residents and tourists the opportunity to choose from multiple family-oriented experiences in one of the world's safest destinations. Bahrain National Day celebrations will coincide with the iconic Dubai Shopping Festival (DSF), which will run from 17 December to 30 January, giving Bahraini families more reasons to visit Dubai their favourite destination.

Dubai has also ramped up efforts to raise awareness of Bahrain National Day celebrations in the city through a dedicated campaign across digital and social media platforms featuring greetings and congratulatory messages on this joyous occasion.

Ahmed Al Khaja, CEO, Dubai Festivals and Retail Establishment, said: "The range of activities that will be held in Dubai to celebrate the National Day of the Kingdom of Bahrain is testament to the strong relations that exist between the UAE and Bahrain. Following the successful restart of various sectors in Dubai and the reopening of the city to international tourists, with precautionary measures across the board, the city continues to be the most preferred destination for families from neighbouring GCC states. We are delighted that the celebrations marking Bahrain National Day will be followed by the launch of our much-awaited Dubai Shopping Festival, further widening the choices and the diversity of offerings for families. As we welcome our guests to the Bahrain National Day celebrations, we would also encourage them to extend their stay to enjoy the opening day activities of DSF, as well as the festival's full range of attractions, entertainment and shopping experiences."

Residents and visitors can expect to see some of the city's most famous landmarks, including the **Burj Al Arab** and the **Dubai Frame** being illuminated in the colours of the national flag of Bahrain at 7:00 pm until 10:00 pm and 7:00pm until 9:00pm respectively in a display of friendship and respect between the two nations, while Dubai Festival City Mall will host an exclusive Bahrain National Day themed edition of IMAGINE, its record-breaking laser and light show.

Visitors to leading malls in Dubai will also be able to watch performances by traditional bands, at Deira City Centre, Mall of the Emirates, City Centre Mirdif, Ibn Battuta Mall and Dubai Festival City on 16 December, in addition to Al Khawaneej Walk, City Walk, The Beach, Al Seef and The Pointe on 17 December.

The activities also include congratulating Bahrain on the occasion of Bahrain National Day on social media channels, in addition to Road & Transport Authority screens on the main roads across the city. The messages will be posted across approximately 5,000 locations in different parts of the city, including Dubai Metro stations, bus stations and taxis.

Shoppers can also enjoy several promotions and offers at retail stores which coincide with the launch of the latest edition of Dubai Shopping Festival.

Residents and visitors will be able to experience the diversity of Dubai's unique offerings with the assurance that wide-ranging health and safety measures have been established at all customer facing high-frequency touchpoints. As part of efforts to instill confidence in residence and visitors and maintain the city's position as one of the world's safest destinations, Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) rolled out the 'DUBAI ASSURED' stamp in collaboration with the Department of Economic Development and Dubai Municipality to certify and recognise hotels and retail establishments, F&B outlets and attractions that have implemented all public health protocols. Dubai's commitment to maintaining the highest standards of hygiene and safety received a strong endorsement from the World Travel and Tourism Council (WTTC), which gave the city a 'Safe Travels' stamp.

To watch the video

<https://we.tl/t-DIUb5hUltX>