

Dubai's desert safari ranked world's No.1 tourism experience

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Dubai's popular desert safari has been ranked the world's top tourism experience with leading travel company OceanAir's camel riding and desert BBQ offering winning the top global award for Experiences in Tripadvisor's 2020 Travellers' Choice Awards.

- OceanAir Travels wins top global award from Tripadvisor for offering best travel experience at Dubai safari featuring camel riding and BBQ at Al Khayma Camp
- Accolade highlights Dubai Tourism's continued collaboration with stakeholders and partners in providing exceptional experiences to visitors

An initiative of Tripadvisor, one of the world's largest travel platforms, and its subsidiary company Viator, a renowned tours and activities platform, the 2020 Travellers' Choice Awards saw OceanAir's much sought after activity, the Premium Red Dunes & Camel Safari with BBQ at Al Khayma Camp taking the No.1 spot in the Top 5 experiences worldwide. The Awards recognise the world's top experiences featuring tours and activities as decided by Tripadvisor and Viator travellers. Winners are determined using a system based on the millions of reviews and ratings of travellers around the world over a 12-month period.

Issam Kazim, CEO of Dubai Corporation for Tourism & Commerce Marketing (DCTCM) said: "Our world-class propositions and experiences showcase the diversity of the destination's offerings and this latest accolade not only reaffirms the city's position as a must-visit destination but is a timely positive development in the current situation, as it complements our ongoing global campaign to increase consideration for Dubai as the first choice for international travellers. Dubai Tourism congratulates OceanAir for this significant achievement, as well as for the package of experiences it provides to attract tourists to the city. The Award is testament to the strength of the relationships we have built with our stakeholders and partners, both in the domestic and key international markets, as we continue to work closely to achieve the strategic goal of making Dubai the world's most visited city."

Essam Salah, OceanAir Travels, Co-Founder & CEO, said: "As we constantly strive to provide the best travel experience to our guests, we are delighted at winning the top award for the world's best tourism experience, and is a reflection of our continuous cooperation with Dubai Tourism and its efforts to promote Dubai in international markets. OceanAir would like to dedicate this Award to the government and people of the UAE and extends its heartfelt thanks to all guests for their

endorsement of our desert offering, and to the company's dedicated team of tourism professionals for working hard to ensure that visitors are able to enjoy the best handpicked destination experiences in Dubai."

Jasem Al Shehhi, OceanAir Travels, General Manager assured that the company is going ahead with its future projects to expand in safari projects and heritage restaurants serving locals and tourists alike, focusing specifically on sustainable tourism projects and preserving environments, which is one of the vital sectors that Dubai Tourism places special priority on, ahead of preparation for Expo 2021. He pointed out that OceanAir established Al Khayma Company, which refers to one of the pillars of the old Emirati house that still exists in the present time, as part of the company's efforts to create a sustainable tourism environment.

For international travellers it would be unthinkable to visit Dubai and not experience its famous desert safari featuring the adventures in dunes and sand, riding camels, handling falcons, and enjoying traditional Bedouin hospitality at a delicious barbecue buffet dinner under a starlit night. Rising demand for adventure travel experiences is demonstrated in the increased popularity of desert safaris among all visitor demographics, an activity that was enjoyed by 41 percent of all international visitors, according to Dubai Tourism's Annual Visitor Report 2019.

OceanAir specialises in offering desert safari packages for visitors and residents of all age groups with its award-winning **Premium Red Dunes & Camel Safari with BBQ** activity taking guests to the heart of the Dubai desert at its Al Khayma Camp, which is designed to let every traveller experience primitive desert life in a natural habitat. All experiences arranged by OceanAir are underpinned by stringent precautionary measures to ensure the health and safety of guests and staff in line with protocols that are in place in Dubai to combat the pandemic.

The Top 5 Experiences in the World that won the Tripadvisor Travellers' Choice Awards

- Premium Red Dunes & Camel Safari with BBQ at Al Khayma Camp – Dubai, United Arab Emirates
- Pizza and Gelato Cooking Class in Tuscan Farmhouse – Florence, Italy
- Luxury Small-Group Canal Cruise in Open-Air Boat – Amsterdam, Netherlands, bookable from \$22
- Discover Berlin Half-Day Walking Tour – Berlin, Germany
- Northern Ireland Highlights Day Trip Including Giant's Causeway from Dublin – Dublin, Ireland