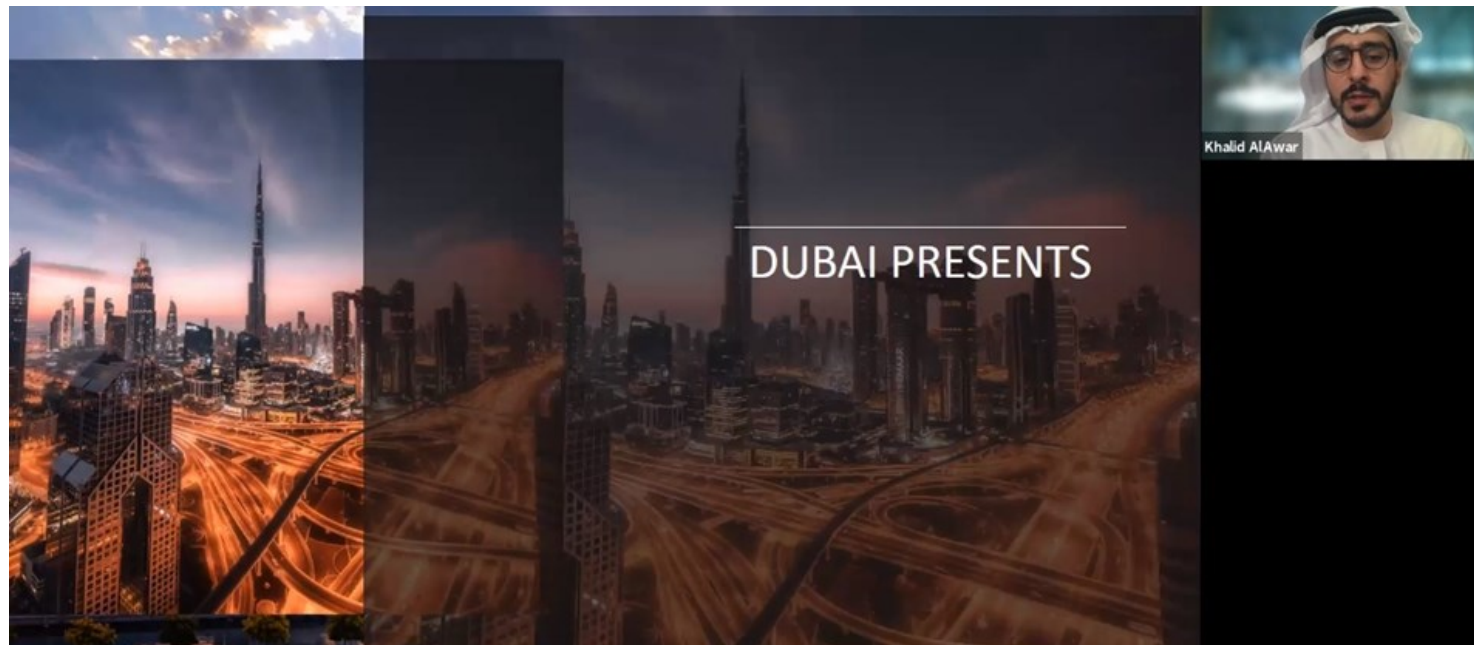


Dubai Tourism provides a platform for stakeholders and partners to get key insights into Expo 2020

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The Department of Tourism and Commerce Marketing (Dubai Tourism) hosted a virtual forum for stakeholders and partners to provide them an opportunity to obtain updates and key insights into the upcoming Expo 2020 and also share an overview of the industry, as well as key developments and initiatives designed to further accelerate Dubai's tourism growth in this landmark year and beyond.

The forum is part of an ongoing programme of industry engagements initiated by Dubai Tourism to further enhance collaboration with its stakeholders and partners, especially to build on the growing industry momentum in the run up to the region's first World Expo, which will be held from 1 October 2021 to 31 March 2022. Sumathi Ramanathan, Vice President, Market Strategy & Sales, Expo 2020 joined the virtual event to make a detailed presentation that covered key aspects of the mega event including its innovative features, country pavilions, events and entertainment, ticket categories and prices, transportation within the sprawling site and the health and safety protocols that will be in place in line with international standards and practices.

Issam Kazim, Chief Executive Officer of Dubai Tourism, commented: "We regularly host these strategic stakeholder engagements to make sure that the industry is always up to date and aligned with the various initiatives that are launched to showcase Dubai as a safe destination that provides international travellers the opportunity to enjoy a multitude of experiences. The latest forum assumed greater significance as it enabled Dubai Tourism to share a positive industry outlook and highlight the optimism prevailing across the city just as Dubai readies itself to welcome the world to Expo 2020. In leading the global tourism recovery under the guidance of our visionary leadership and with the support of our stakeholders and partners, Dubai has been extremely proactive, creative and focused on ensuring the city remains at the forefront of the world's leading travel destinations. Now that we are heading into a history-making period with the Expo 2020 and the UAE Golden Jubilee, we are counting on the continued support of our stakeholder, as we further enhance Dubai's position as a global tourism destination."

Dubai welcomed close to 3 million visitors from January - July 2021 and was also ranked second globally ahead of London and Paris in terms of hotel occupancy with hotels enjoying 61% average occupancy levels

protocols. The UAE also has one of the world's highest per capita vaccination rates.

Participants at the forum were also provided a brief overview of each international market, as well as the trade and media communication activities carried out by Dubai Tourism including its latest global campaign, ***Dubai Presents*** featuring Hollywood stars Jessica Alba and Zac Efron. Following the launch of the first two cinematic trailers, Spy Action and RomCom, the campaign generated over 200 million views. The third trailer in the ***Dubai Presents*** series, Buddy Comedy was released recently.

Participants at the forum were also encouraged to take advantage of the major festivals and events with the aim of greatly enhancing the quality and diversity of the destination's offerings and events, paving the way for Dubai to reinforce its position as a must-visit destination. **It was pointed out that a variety of partnership opportunities could be leveraged by stakeholders from the diverse festivals and events such as the fifth edition of the Dubai Fitness Challenge from 29 October to 27 November, celebrations surrounding the 50th anniversary of the UAE on 2 December and the next edition of the iconic Dubai Shopping Festival, which kicks off in December.**