

Three times lucky: Filipina account manager hits the jackpot at 25th edition of Dubai Shopping Festival

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Julietta Encarnacion, a 46-year old Filipina Account Manager based in Dubai struck luck at the 25th edition of the Dubai Shopping Festival (DSF). A mother of two –with a daughter pursuing her masters in South Korea and a son in Grade 9, Julietta has been lucky in life, having won an iPad and a tablet in past raffle draws. This time, her first Dubai Shopping Festival win, is a grand prize in cash totalling AED 350,000, as part of the Nissan Grand Raffle.

Commenting on her big win, Julietta said: “I was asleep, and I heard my phone ring at night and a man said I had won. My heart was racing and of course, I couldn’t go back to bed. I emptied my bag and went through all my raffle tickets – I had bought around 15 of them this year knowing my luck and hoping to win big. When I found the winning ticket, reality finally hit home.”

“I am truly grateful. I can now secure my son’s future education and buy farmland back home in the Philippines,” she said. Some people are born lucky, and for Julietta the third time was a charm.

The 25th edition of DSF has literally changed people’s lives with significant prizes and rewards, including cars, cash, gold and Skywards Miles. For more information, please visit www.mydsf.ae or @DSFSocial, #MyDSF and #DSFturns25 for the latest news, information and events.

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.

