

Dubai Tourism launches #Ready When You Are digital activation as city reopens to welcome first tourists

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As Dubai reopened the city to international tourists on 7 July, the Department of Tourism and Commerce Marketing (Dubai Tourism) marked the moment by launching its latest digital activation #Ready When You Are.

The short video is the third in a series of global digital campaigns launched by Dubai Tourism amid the pandemic to ensure that the city continues to stay front of mind among travellers and to encourage them to make Dubai their must-visit destination. The first campaign was titled **#Till We Meet Again**, followed by the **#We Will See You Soon** digital activation.

In the wee hours of 7 July, Dubai gave a warm welcome to the first international visitors to arrive in the city after a lull in inbound travel. Wearing masks and adhering to social distancing measures, the passengers including families from different nationalities were greeted on arrival by Dubai International Airport staff, who gave them welcome kits containing mementoes provided by Dubai Tourism as a token of appreciation for choosing Dubai as their safe destination of choice.

Dubai has deployed strong precautionary measures across various sectors throughout the city, as part of its 'Tourism Readiness' strategy to reassure travellers and ensure the safety of visitors at every touchpoint of their journey from arrival to departure from the city. The reopening of the city to tourists follows the successful management of the pandemic, guided by the vision and wise leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and based on the follow up by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince and Chairman of The Executive Council of Dubai.

Dubai's efforts were recognised by the World Travel and Tourism Council (WTTC), which endorsed the city as a safe destination, giving it a Safe Travels stamp that validates the stringent hygiene and safety protocols that are in place across the emirate.

Tourists arriving in Dubai will also be able to experience an array of offerings from shopping to attractions to family entertainment, as well as other facilities such as beaches, waterparks and swimming pools, following the reopening of various sectors without compromising on the health and safety protocols that are in place. Summer travellers will also be able to enjoy the region's popular Dubai Summer Surprises festival, which kicked off on 9 July, offering enriching experiences for the whole family.



