

## Fact Sheet

### **Dubai: More for your money - Affordable luxury at its best**

Dubai has a reputation as one of the world's leading luxury destinations where visitors can expect the best. If you scratch beneath the surface however, there are fantastic opportunities to experience all the glamour and excitement of the destination without breaking the bank.

Recognising the need to appeal to a wider market of international travellers, Dubai is further developing its "affordable luxury" offer. These lower cost options retain the exceptional quality of service and facilities for which Dubai is renowned and it is for this reason that more and more visitors are flocking to the emirate to enjoy the awe-inspiring destination. The Annual Post Office Holiday Money Report has revealed that Dubai will be a cheaper destination in 2010 for UK tourists due to the strengthening pound. Tourists will receive 12.6 per cent more UAE dirhams this year compared to January 2009.

#### **ACCOMMODATION**

A number of affordable hotel developments are springing up in Dubai providing a highly desirable, yet inexpensive, alternative for travellers. The budget hotel supply in Dubai has gone from one hotel in the form of Ibis at the World Trade Centre to 12 hotels in a short span of time.

#### **Holiday Inn Express**

[www.ichotelsgroup.com](http://www.ichotelsgroup.com)

- **Holiday Inn Express is located in Downtown Dubai** and close to the Dubai International Convention / Exhibition Centre on Sheikh Zayed Road. The four star hotel has 139 newly renovated rooms.
- A second Holiday Inn Express is located in the heart of a major business district in Dubai, incorporating Burj Khalifa, Business Bay and Dubai World Trade Centre, the hotel offers convenience for business and leisure travellers. The hotel has 171 rooms.

#### **Premier Inn Investments Park**

<http://global.premierinn.com>

- Premier Inn's first hotel in Dubai in Dubai Investments Park is ideally situated for both business and leisure travellers just off the Emirates Road next to the Green Community. The hotel has 308 rooms.
- Premier Inn Dubai Silicon Oasis is located just off Emirates Road near to the Silicon Oasis Headquarters Building. The hotel has 230 rooms.
- Premier Inn Dubai Airport is on the door step of the airport and close to Dubai's business hotspots. The hotel consists of 281 rooms.



## **Ibis Hotel**

[www.ibishotel.com](http://www.ibishotel.com)

Dubai has four Ibis hotels in convenient city centre locations.

- The Ibis World Trade Centre Dubai hotel is directly linked to the International Exhibition Centre and Convention Centre of Dubai. It has 210 rooms.
- Ibis Deira City Centre is located opposite the Deira City Centre shopping mall and within the business district of Port Saeed. The hotel 365 rooms.
- Ibis Al Barsha offers 480 rooms. The hotel is conveniently located in the new business district of Dubai, minutes from the Mall of the Emirates, Jumeirah Beach and in close proximity to Dubai Media and Internet City, Al Quoz, Palm Jumeirah.
- Located between the World Trade Center and Jebel Ali, the Ibis Mall of the Emirates is ideal for business and leisure guests. The Mall of the Emirates is right on the hotel's doorstep and Gold and Diamond Park, Dubai Media and Internet Cities and the beaches are all only minutes away. The hotel has 204 rooms.

## **SHOPPING**

Dubai's retail offer is extremely competitive and many of the malls offer big name brands at reduced, tax-free prices:

### **Dubai Outlet Mall**

[www.dubaioutletmall.com](http://www.dubaioutletmall.com)

Dubai Outlet Mall is the only outlet concept mall in the Middle East and home to over 800 of the world's premium fashion brands such as Calvin Klein and Guess. The mall is dedicated to being a true value retail destination and you can snap up discounts of between 30 – 90 per cent on the majority of products available in the 240 stores on offer.

### **Souks**

Dubai's traditional Arabian souks showcase the emirate's finest local products, from gold, spices and textiles through to fruit and fish. The majority of souks are located in the Deira and Bur Dubai districts and are great places to haggle for a bargain.

### **Dubai Shopping Festival (January to February 2010 – dates tbc)**

Dubai Shopping Festival is an annual shopping, entertainment, and cultural extravaganza of festivities that continues to promote tourism in Dubai and draws people from around the world each year. Most hotels and apartments also get involved offering special offers during the period. With all these special discounts available many would feel that would suffice, but Dubai goes quite a few steps further. There are scores of



raffles that offer very attractive prices outlined below, and airlines including Emirates offer discounted airfares and much needed excess baggage allowances during the festival.

## CUISINE

Food in Dubai is not restricted to five star hotel restaurants and Michelin starred gourmet dining experiences. The richness and diversity of cuisines on offer in Dubai is the key to its world-class reputation. The emirate offers an incredible range of options. Dubai's shopping malls boast a range of 'cheap eats', while street stalls and local bistros offer visitors the chance to sample local specialties at a very reasonable rate. The Walk at Jumeirah Beach Residence offers a wide choice of cuisines from chinese to seafood. Souk Al Bahar is a charming area located in the Downtown Dubai area on the Old Town Island, and has more than 22 restaurants and cafes lining the waterfront promenade. There are many Middle Eastern eateries, ranging from roadside shwarmas to local restaurants serving up mezze and kebabs. Almost every international cuisine is on offer for those in search of a delicious quick bite:

### Sezzam

Located at the entrance of the hip West End strip at Mall of the Emirates, Sezzam is best known for its themed dining zones focusing on different cooking methods - Flame, Steam and Bake - which offer dishes to suit every taste. Backed up by a year round calendar of entertainment and events and a captivating view over the ski slopes of Ski Dubai, Sezzam has become a popular destination for family dining in Dubai.  
[www.sezzam.com](http://www.sezzam.com)

### Asha's

Bollywood star Asha Bhosle's restaurant Asha's is at Wafi City Mall with fabulous Indian food, funky décor and a winter terrace. [www.waficity.com](http://www.waficity.com)

### Friday Brunch

For those who wish to enjoy a leisurely meal do not miss Friday Brunch. Brunch can range from fun-filled family buffet brunches, complete with table entertainers, face painters and kids' play areas, to gastronomic delights at leading gourmet restaurants. Popular Friday brunch venues include:

- Traiteur at Park Hyatt [www.dubai.park.hyatt.com](http://www.dubai.park.hyatt.com)
- Marketplace at JW Marriott [www.marriott.com/hotels/fact-sheet/travel/dxbae-jw-marriott-hotel-dubai](http://www.marriott.com/hotels/fact-sheet/travel/dxbae-jw-marriott-hotel-dubai)
- The Wharf at Mina A'Salam. [www.madinatjumeirah.com](http://www.madinatjumeirah.com)

## RAMADAN

If you're looking for great prices then Ramadan is an excellent time for some bargains. The ninth month of the Muslim lunar calendar, Ramadan, is when people of Muslim faith fast from dawn to dusk. This can be a



good time to find bargains and great rates since hotels tend to be less crowded. While working hours are slightly altered and many restaurants are closed much of the day, there is an air of festivity after dark and is a fascinating time to visit.. Shops and malls stay open longer, and hotels and restaurants offer special Iftar buffets to break the fast.

## TRAVEL

### Getting to Dubai

Located at the crossroads between East and West, Dubai enjoys unrivalled accessibility from all four corners of the globe. Due to the continuing popularity of the emirate as a destination for UK travellers, the number of flights has been increasing, currently with 133 direct flights per week between many cities in the UK and Dubai. The destination is served directly by many airlines including the award winning national carrier Emirates, as well as British Airways, Royal Brunei and Virgin Atlantic Airways. And in 2010 Al Maktoum International Airport is scheduled to open.

### Once you're in Dubai

The emirate boasts a plethora of air-conditioned taxis which can be hailed on the street or pre-booked by telephone. There are also numerous abras (traditional wooden boats) which can be used to transport passengers across Dubai Creek which are operated by Dubai Municipality daily (journey time - 5 minutes). Both provide an easy and inexpensive way to navigate the city. Dubai Metro is fully automated driverless metro network and is a low cost, easy way to get around in air-conditioned carriages. There are also free shuttle buses between many hotels and The Dubai Mall / Mall of the Emirates.

## ENTERTAINMENT AND SPORT

### Dubai Mall

#### Aquarium

With the capacity to hold 10 million litres of water, Dubai Aquarium illuminates the marvels of the ocean floor and showcases one of the most diverse collections of marine life worldwide. The Dubai Mall Aquarium has a 270-degree acrylic walkthrough tunnel for incredible close-encounter experiences with some fascinating underwater animals. A special 'lunar-cyclic' lighting system changes the ambience of the tank depending on the time of day. The Aquarium allows you to get up close and personal with more than 33,000 aquatic creatures, bringing you face-to-face with enormous sand tiger sharks, graceful stingrays, giant groupers and shimmering shoals of pelagic fish. It all adds up to an underwater adventure that promises to be a truly memorable experience. Entry into the Aquarium is about £4.50 for adults / £3.50 for children for entry to the tunnel, or it is free to view the aquarium from outside with daily feeding times.



### **Underwater Zoo - low cost**

Walk along the Rainforest, Rocky Shore and Living Ocean environments at the Underwater Zoo and you'll find yourself face to face with dangerous piranha, giant catfish, playful otters, a humbolt penguin colony, harbour seals and more. Whether viewing the rainforest from a suspension bridge high above the river and tree canopy, or reaching out and touching some of the more hardy rock pool inhabitants, this is an aquatic experience you will never forget. Entry is low cost and is discounted when purchased with a ticket for the Aquarium.

### **Dubai Fountain - free access**

Located near Burj Khalifa, the world's tallest building, and The Dubai Mall, in the heart of Downtown Dubai is the Dubai Fountain assuring a vibrant musical and visual experience. Set on the 30-acre Burj Khalifa Lake, the fountain shoots water jets as high as 500 feet (150 metres), equivalent to that of a 50-storey building. The fountain is 900 feet (275 metres) long and has five circles of varying sizes and two central arcs. It has been designed by California-based WET, the creators of the Fountains of Bellagio in Las Vegas. The Dubai Fountain performs daily, with the performance repertoire including Sama Dubai; Baba Yetu, an award-winning song in Swahili; the Arab world's top-selling dance number Shik Shak Shok; and the signature piece of world-renowned Italian tenor Andrea Bocelli, Con te partiro (Time to Say Goodbye). The beam of light shining upward from the fountain can be seen from over 20 miles away, and will be visible from space making it the brightest spot in the Middle East, and quite possibly in the entire world.

### **Jumeirah Public Beach – free access**

The public beach at Jumeirah boasts clean, white sand and crystal seawater, making it a popular destination with holidaymakers. The adjacent 12-hectare Jumeirah Beach Park is a perfect place for an afternoon family outing thanks to its picnic facilities, food kiosks, children's play area, swimming area with on-duty lifeguards, and shower/bathing facilities.

### **Dubai parks - free entry to all**

There are several parks in Dubai with free entry. For example Mushrif Park includes swimming pools, children's play areas, and camel rides. Dubai Creek Park has an amphitheatre that seats 1200 people as well as children's facilities. Jumeirah Beach Park has volleyball areas and a jetty area. Safa park is an urban park with three lakes and over 200 species of birds. There is also a sports area with football and jogging on the track.

### **Horse races - free access**

A visit to Dubai during the winter months is not complete without experiencing a race night at the races. The new Meydan racecourse will be one of the world's leading racing facilities, with top jockeys from Australia, Europe and the USA regularly competing throughout the season (October – April). Everyone can take part in various free competitions to select the winning horses, with the ultimate aim of taking home prizes or cash.



The dress code for the public enclosures is casual, while racegoers are encouraged to dress smart-casual in the clubhouse and private viewing boxes. General admission and parking are free and the public has access to most areas with a reserved area for badge holders and members.

### **Camel racing - free entry**

Camel races take place on Thursdays, Fridays and Saturdays during winter in Dubai. There are two races held per day; one in the morning and one in the afternoon. Nad Al Sheba is the most famous race track in Dubai for camel racing. At Nad Al Sheba the morning races take place between the camels owned by the Sheikhs. Some tour operators also include a visit to these camel farms as a part of their desert safari packages.

### **Shopping Festivals**

Dubai Shopping Festival is the largest retailing event in the Middle East with malls converted into venues for live entertainment and interactive programmes each January / February. Dubai Summer Surprises runs every summer encouraging families and visitors to shop and celebrate. Free entertainment is provided in the shopping malls alongside the great shopping with up to 70 per cent discounts. [www.mydsf.ae](http://www.mydsf.ae)

### **Souks**

The gold and spice souks offer atmospheric and traditional shopping where visitors can haggle for the best prices. Meandering paths lead visitors through a bazaar-like atmosphere in which open-fronted shops spill onto the paved walkways.

### **Bastakiya**

The old Bastakiya district is a bustling market and cultural area, with narrow lanes and tall wind-towers giving visitors a tantalising glimpse of old Dubai.

