



WTM Stand Number: ME 2000

November 2007

## *Press Release*

### *Expect the Best from Dubai at WTM 2007*

The Government of Dubai's Department of Tourism and Commerce Marketing (DTCM) stand at World Travel Market 2007 (ME2000) promises to be one of the key attractions of the event, showcasing the many exciting plans that are afoot to reinforce the emirate's position as one of the world's leading luxury destinations in line with the Dubai Strategic Plan 2015, unveiled earlier this year.

Dubai continues to drive growth within the region establishing its position as a leading global destination, and the DTCM will be looking retrospectively at some of the milestone developments that have been unveiled, as well as revealing a selection of the future projects that will enable the emirate to cater for all categories of visitor and provide them with unrivalled and diverse holiday experiences. Tourism accounts for 30 per cent of Dubai's annual GDP, and international visitor figures (led by the UK with around 10 percent of the market share) are set to increase in the period 2006-2010 from 6.4 million to an impressive 15 million.

2008 promises to be another exciting year for Dubai with many major new developments scheduled to come online. **Dubai World Central International Airport**, as it is soon to become the world's largest airport, as well as **Dubailand** – the world's largest multi-use theme park and **Burj Dubai** which is famously due to be launched as the world's tallest tower. Representatives from more than 50 organisations affiliated to Dubai will be in attendance on the DTCM stand, imparting insider intelligence on the latest initiatives in the emirate.

The Dubai stand will also be testing the knowledge of travel agents and tour operators with its comprehensive **Dubai Expert** training programme. This award-winning online course is a favourite of the industry, offering an educational insight into the emirate and its history, facilitating a more accurate promotion to potential visitors. On Wednesday and Thursday (14



and 15 November), travel agents visiting the stand will be able to enter the **Dubai Expert Challenge** competition via a fun on-stand quiz, with top prizes on offer – including flights with Virgin Atlantic Airways, accommodation and excursions. Travel agents and tour operator reservation staff will be able to sign up for Dubai Expert on the DTCM stand, and all those registered with the training programme will be eligible to enter the competition.

While on Monday and Tuesday (12 and 13 November); the DTCM will hold prize draws for Meridian Club members, who are invited to drop off their business cards each day for the chance to win a host of prizes. Goodies up for grabs include flights to Dubai with Emirates and Silverjet, accommodation in some of the emirate's foremost hotels including the Grand Hyatt, Le Meridien Mina Seyahi and Kempinski as well as a packed programme of excursions for prize winners and a guest to enjoy.

In addition there will be two unveilings from within the Dubai Department of Tourism and Commerce Marketing itself. Firstly, the annually updated **Destination Dubai Tourism Manual 2008** will be released to the travel trade: this definitive guide to the emirate is a one-stop-shop for information, from the myriad activities on offer to hotels, restaurants and spas. The second announcement is the **new DTCM director for UK and Ireland** – Ian Scott – who will be making his first public appearance since taking over the post at the end of October.

Speaking about the importance of World Travel Market, and Dubai's role at the event, new **DTCM director for UK and Ireland, Ian Scott** said, *“On the stand this year, the DTCM will be joined by some its leading partners who will be showcasing some of the exciting and pioneering projects that will be launched in 2008. Among these will be representatives from Kerzner International who will be revealing the latest details of Atlantis, The Palm.*

*Dubai can be justifiably proud of its achievements to date, and of the level of support that is offered to travel agents and tour operators through the Destination Dubai manual and the Dubai Expert training programme, which not only educates users about the wide range of activities on offer in the emirate, but also dispenses regular news alerts to update them on new developments.”*



Dubai is committed to exceeding the needs of visitors and driving tourism in the area – and World Travel Market is a crucial opportunity for the DTCM to liaise with the travel industry across the UK and Ireland collectively responsible for 700,000 visitors to the emirate in 2006.

To find out more information about Dubai please visit [www.dubaitourism.ae](http://www.dubaitourism.ae)

- ends -

*For further press information / photography / interviews please contact:  
Natasha Behrouz or Francesca Tarrant at The Communication Group plc*

*T: 0207 630 1411*

*E: [nbehrouz@thecommunicationgroup.co.uk](mailto:nbehrouz@thecommunicationgroup.co.uk);*

*[ftarrant@thecommunicationgroup.co.uk](mailto:ftarrant@thecommunicationgroup.co.uk)*