

Dubai breaks new ground with innovative travel search engine

Today, 18 April 2008, sees the launch of Dubai Tourism and Commerce Marketing's (DTCM) first online search engine, Dubai Travel Market www.dubaitravelmarket.co.uk. Working in conjunction with Global Travel Market, Dubai Travel Market is an innovative online travel concept, providing a one-stop shop meta-search engine dedicated solely to Dubai, the first of its kind in the Middle East.

Dubai is the only destination in the region to provide this facility and the destination-specific website is set to be the leading portal for UK and Irish travellers to the emirate, allowing consumers to search, compare prices and book holidays to the emirate, assisting in fuelling the growing number of visitors to Dubai. Working with a range of leading tour operators and travel agents including Virgin Holidays, Kuoni, Lastminute.com, Travelpack, Thomson Worldwide, STA Travel, Thomas Cook and Beachcomber Tours UK, Dubai Travel Market searches across a range of online travel companies quickly and easily, providing potential consumers from all markets with an increased level of choice.

And, to celebrate the launch, **Virgin Holidays is offering a fantastic competition prize of seven nights at the luxurious Westin Mina Seyahi Beach Resort & Marina, located on the pristine Dubai shoreline, the newest 5* deluxe property on Jumeirah Beach.** For further information and to enter the competition consumers must visit the Dubai Travel Market website www.dubaitravelmarket.co.uk.

Dubai Travel Market also independently searches virtually all the suppliers needed for a trip to Dubai. An unprecedented range of airline, hotel, car hire company, and travel insurance company websites are all searched in real time so that consumers can find the best deal to match their own travel requirements. The traveller is then directed to the relevant travel company's website quickly and easily to complete the booking. Ultimately, Dubai Travel Market will assist in closing the gap between 'Lookers' and 'Bookers' and convert interest into holidays to Dubai.

In addition, Dubai Travel Market provides the consumer with comprehensive information on the emirate including details of key events, useful travelling tips, visa information and recreational activity suggestions such as desert safaris, diving and even skiing!

Dubai is the first destination in the Middle East to proactively develop a dedicated online distribution channel providing supplier partners with direct access to consumers in the UK. Dubai Travel Market provides a platform that is inclusive of all areas of the distribution network, enabling the DTCM to work closely with its suppliers, partners and tour operators, and the majority of the DTCM's consumer-facing activity will drive traffic towards the Dubai Travel Market site.

18 April 2008

Ian Scott, director of the UK and Ireland representative office of Dubai Tourism and Commerce Marketing (DTCM), commented: *“Dubai’s progressive and bold attitude to innovation and development has continued to see it positioned as a world-class destination. In line with its rapid pace of development Dubai Travel Market offers a vast range of choices for tourists to the emirate – educating the consumer about Dubai’s diverse offering and enabling them to get the most out of their holiday experience. The travel industry is undergoing a transformation with an increasing number of consumers opting to book their holidays independently online. In working in partnership with Global Travel Market, we are meeting the demands of today’s traveller by creating a comprehensive one-stop shop for visitors to drive bookings to Dubai.”*

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