

Dubai enhances its MICE offering by investing £1 billion into commercial developments

Dubai's vision to be the leading global MICE destination

Recently voted the Middle East and Africa's leading exhibition destination by some of the world's biggest event management companies, Dubai has announced it will be enhancing its offering by investing £1 billion into developing two major integrated commercial developments - **Dubai Exhibition City (DEC)** and **Dubai Trade Centre District (DTCD)**.

This development project will be the region's first commercial destination to incorporate business, event, trade and retail facilities. These will further enhance the existing business visitor offer at the emirate's major exhibition facility Dubai Exhibition World. The development will cover three million m sq with 19 exhibition halls and conference facilities, restaurants, offices and apartments, with an addition of 80 four and five-star hotels with over 400 meeting rooms.

At the projected completion date the development will also add up to 10,000 rooms across a full range of three, four and five-star accommodation for the fast increasing number of business travellers to the region. The first phase is due to open by 2010 and will offer an initial 2,500 additional rooms. The biennial **Dubai Air Show** is scheduled to be hosted at the new site upon completion of the first phase of development.

The project will also benefit from its close proximity to the new Al Maktoum International Airport providing speed and ease of access to business visitors, while also delivering the requisite capacity, facilities and infrastructure to cater for the requirements of some of the world's largest consumer and trade events.

Capitalising on this trend, Dubai will play host to the largest gathering of travel and tourism leaders in the world when it plays host to the **Global Travel & Tourism Summit from 20-22 April 2008**. The Summit will engage the chairs and chief executives of the travel and tourism industry, heads of government, international experts and the global media on issues that affect the travel industry and explore examples of international best practice in responsible tourism.

Dubai is the leading exhibition destination in the Middle East and Africa, spearheading a regional sector with annual revenues of £1.7 billion. Dubai's visionary expansion of the events and exhibition offering helps attract new audiences to the emirate, stimulates trade and creates new business opportunities.

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As one of the world's fastest-growing exhibition destinations, Dubai attracts over 425,000 business travellers every month. In 2007 Dubai registered record double digit visitor growth across many of its leading events, indicating its unparalleled popularity with business travellers.

Ian Scott, Director of the Government of Dubai's Department of Tourism and Commerce Marketing for UK and Ireland comments: "Dubai's impressive growth in the business travel sector is playing a vital role in the diversification of the economy, and is driving forward commerce and services based industries in the emirate. This is just another example the rapid pace of progression which underpins Dubai's assured prosperity."

For further information about Dubai, contact the Dubai Department of Tourism and Commerce Marketing on +44 (0)20 7839 0580, email: dtdcm_uk@dubaitourism.ae or visit www.dubaitourism.ae.

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

T: +44 (0) 20 7630 1411

E: nbehrouz@thecommunicationgroup.co.uk

iwyvill@thecommunicationgroup.co.uk

ftarrant@thecommunicationgroup.co.uk