



Souk up the authentic Arabian atmosphere during Ramadan - Kids Go Free to Dubai during Ramadan (21 August-20 September) -

(6 August 2009) Dubai invites visitors to enjoy **authentic Arabian experiences** without compromising on comfort during the Holy Month of Ramadan, which this year falls (approximately) 21 August-19 September. Dubai, famous for its **world-class hospitality** and **pioneering developments**, also boasts an enviable array of cultural opportunities which will be open to the public throughout Ramadan. And with the hugely successful '**Kids Go Free**' promotion running throughout this period, a luxury break to Dubai is just an affordable step away.

Come sundown during Ramadan, Dubai comes to life with banquets as practising Muslims break their fast. Some of the finest **iftar banquets** can be found at the city's top luxury hotels with mouthwatering dishes prepared and served in expansive marquees with guests often serenaded by local musicians and dancers. Non-fasting visitors are also very welcome at these feasts to experience true culture.

Many of Dubai's leading family attractions are offering free entry to children under 16 as part of the Government of Dubai, Department of Tourism and Commerce Marketing's (DTCM) 'Kids Go Free' promotion, which runs throughout Ramadan. Valid for guests staying at 75 participating properties, these offers are available at **Dubai Aquarium and Underwater Zoo, Dubai Ice Rink at Dubai Mall, The Montgomerie Golf Club** and a trio of attractions at **Atlantis The Palm: Aquaventure, Lost Chambers and Dolphin Bay**.

Ian Scott, director UK and Ireland for DTCM, said that: *"Ramadan offers a great opportunity for visitors to take advantage of Dubai's cultural offering. Dubai is proud to promote its Arabian heritage alongside its outstanding contemporary offering which combine to appeal to guests of all ages. And with the 'Kids Go Free' promotion running throughout Ramadan, there is no better time to take full advantage of Dubai's unrivalled affordable luxury offering."*

Coming to life during Ramadan at the heart of old Dubai is the **Bastakiya District**, adorned with **wind towers in the traditional architecture style**. Today, it is the place to see the finest **courtyard houses** and Arabian architecture nestled among the narrow streets. **Museums, galleries** showcasing local artists and **restaurants** are aplenty here – many of which offer **free entry**.

Visitors can also venture out into the dunes to enjoy a **Desert Safari** with a showcase of traditional henna tattooing, falcons and camels. Those looking to haggle for a deal can visit one of the city's many **traditional souks**, treasure troves offering the finest items, from gold to textiles and spices.



For more information about Dubai visit www.dubaitourism.ae or call Dubai Tourism and
Commerce Marketing on 020 7321 6110.

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