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Press Release

Dubai demonstrates its growing diversity at WTM 2009

(4 November 2009) This year's World Travel Market (WTM) is set to be yet another exciting year for the Government of Dubai, Department of Tourism and Commerce Marketing (DTCM). 2009 will see the DTCM stand (ME2000) play host to some **77 co-participants** – ranging from Dubai's top **hotels** and **resorts** through to key **destination management companies** and **sports facilities** - representing the breadth of Dubai's offering.

Dubai remains a hugely popular destination, with visitors fascinated - and attracted - by its ability to offer such a **diverse experience**, from world-class shopping and unbeatable fine dining, to action and adventure. And, despite the global economic slowdown, which has undoubtedly affected international tourism, Dubai is starting to show the green shoots of recovery with a number of new and exciting development initiatives set to come online over the coming months.

In the second quarter of this year, Dubai witnessed an impressive year-on-year increase in visitor figures, with **1,857,724 global visitors**, representing a **four per cent increase** on the same period in 2008. The UK and Ireland together remains the largest source market, with 196,554 visitors during April – June 2009, representing 10.6 per cent of Dubai's total visitor market. These strong figures reaffirm Dubai's position as one of the world's leading tourism destinations.

2009 sees a plethora of co-participants and key industry partners on the DTCM stand, all of which have been instrumental in continuing to drive the success of Dubai. Many of the major hotel groups will be present on the stand including **The Address Hotels & Resorts**, which added **The Address Dubai Marina, The Address Dubai Mall** and **The Address Montgomerie Dubai** in 2009 to its portfolio of luxury hotels. **Rotana Hotels** will also be represented on the DTCM stand as it prepares to launch its **Rose Rayhaan** hotel, the world's tallest hotel tower in mid-December. **Atlantis The Palm**, which opened in late 2008, **One&Only Royal Mirage, Jumeirah** and **Grosvenor House** are just some of the other hotel partners present on the DTCM stand.

This year, Dubai has increasingly focused on diversifying its tourism product to provide a highly desirable yet "**affordable luxury**" offering for visitors, thereby appealing to a wider market of international travellers. These value options retain the exceptional quality of service and facilities for which Dubai is renowned and hotel brands include Premier Inn, which opened in 2008, four **Ibis**

hotels (two of which opened this year) and **Novotel**, as well as a range of affordable dining and shopping options. Both Ibis and Novotel will be present on the DTCM stand.

World Travel Market will also provide the platform for unveiling the DTCM brand's new "look and feel" – **Definitely Dubai** – to the UK market. The new Definitely Dubai visual identity will be showcased on the DTCM stand for the first time.

The DTCM will continue to strengthen its relationship with tour operator and travel agent partners during WTM. The newly refreshed **Dubai Expert** online training programme, which now has almost 7,000 subscribers, will be available for sign up on the stand during WTM. The DTCM has taken on-board feedback from agents to enhance its online training offering, making it more relevant and tailored to their needs. This further reinforces the importance DTCM puts on its trade relationships, which are instrumental in driving the continued success of Dubai. And there will be opportunities to win one of 16 return economy class air tickets with Emirates in a twice daily raffle on the Dubai stand.

Ian Scott, the DTCM's director for UK and Ireland, comments on the importance of WTM and Dubai's involvement in the event: *"At this year's World Travel Market, the DTCM will be joined by some of Dubai's leading industry partners, all of which have been key to the continued success of the emirate. WTM provides an excellent platform for us to promote Dubai and showcase its diversity, reinforcing its position as one of the world's most important destinations. Throughout WTM there will be a number of meetings with key travel industry representatives to discuss plans for 2010 and the different opportunities to promote Dubai to new and existing markets."*

Scott continued: *"Dubai dares to implement projects that others think unthinkable and we have an ambition that others envy. 2010 is set to be another groundbreaking year for Dubai with many new hotels including Moevenpick's Royal Amwaj on The Palm Jumeirah, Armani and Palazzo Versace. In addition the opening of Burj Dubai - the world's tallest tower and the second line of Dubai Metro are all scheduled to take place over the coming months. And, our continued development in the areas of tourism, commerce and infrastructure means that as a destination we are well equipped to weather the global economic downturn. All of this combines to keep Dubai on track to welcoming 15 million annual visitors by the year 2015."*

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