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Press Release

Dubai Looks Ahead to 2010

- Flagship Developments Defy the Global Economic Downturn and Open in Dubai -

(6 November 2009) Dubai has pioneered some of the world's most exciting and extraordinary developments and 2010 will be no exception. Standing head and shoulders above other destinations, Dubai's offering will reach new heights when the world's tallest building opens in December 2009, along with a number of new hotels, sporting facilities and epic ground breaking developments opening in the coming months. These high profile new developments are a clear sign that the emirate is moving into a period of recovery from the global economic downturn while also providing many new employment opportunities.

The world's tallest building, **Burj Dubai**, is scheduled to unlock its doors in early 2010 as the centrepiece of the Downtown Burj Dubai area. The following year the world's first **Armani Hotel**, designed by Giorgio Armani himself will open within the tower. Covering 40,000 square metres, the prestigious Armani Hotel Dubai will feature 160 guestrooms and suites, a luxurious Armani Spa, a private members' club, two gourmet restaurants and a nightclub. In addition, it will boast 144 exquisite Armani Residences all furnished in the designer's 'homes' brand, Armani Casa.

In keeping with the designer theme, a new level of beach decadence will be created by **The Palazzo Versace Resort** when it opens in 2010. It will be situated by Dubai Creek and will boast 213 rooms and suites, 169 luxury villas, restaurants, a spa, meeting rooms, a Versace boutique, indoor swimming pool, and scuba lagoon all designed by Versace.

New hotels opening on the crescent of The Palm Jumeirah in 2010 include the five star **Ottoman Palace by Rixos** offering 410 luxury rooms, suites and villas alongside 19 unique and diverse dining outlets and a spa featuring the world's largest Turkish Bath. Following Ottoman Palace's opening will be the five star **Royal Amwaj Resort & Spa** which will introduce a flavour of the Indian Ocean to Dubai with its water villas. Managed by Mövenpick Hotels & Resorts, it will host three signature restaurants and two bars offering spectacular sea views.

Opening on Sheikh Zayed Road next year is **The Conrad Hotel Dubai**, with 550 luxury guest and executive floor rooms and suites, 30 meeting rooms and a fully equipped business centre, two ballrooms, three innovative restaurants and bars, a luxury spa and health club.



A second **Ritz Carlton** is also under development, on track for a 2010 opening. It will be a luxury business traveller hotel, with world-class restaurants, a spa and featuring 124 serviced residences located at Dubai International Financial Centre.

In mid-December this year the **Rose Rayhaan** by **Rotana**, the world's tallest hotel tower, is set to open. The soaring 72-floor tower structure 333 metres high will be an addition to the scenery along Sheikh Zayed Road. And next month the award winning five star **Jebel Ali Golf Resort and Spa** will fully re-open after an extensive refurbishment.

Dubai has already established itself as one of the world's leading family destinations, and with an array of new theme parks and attractions scheduled to open at the end of 2009 and 2010, its position will be further reinforced. **Dubailand**, which is opening in phases, is set to be the world's largest collection of theme parks. On track for early 2010 will be **F1-X** the world's first **F1 Theme Park** at **MotorCity Dubai** In Dubailand. Also opening in 2010 is **Kidzania**, at Dubai Mall, a city made for and run by children, where they can drive buses, fly aeroplanes and work in restaurants.

Meanwhile Dubai continues to successfully position itself as one of the world's leading sporting destinations. The much anticipated **Jumeirah Golf Estates** will open in late 2009 and 2010 as Dubai's premier golf-themed real estate development. The **Greg Norman designed Earth** course will open on 19 November this year, when it hosts the inaugural **Dubai World Championship** which is the culmination of the **Race To Dubai**. The resort will also house three other courses, **Wind, Fire and Water**, designed by **Greg Norman, Vijay Singh, Sergio Garcia** and **Pete Dye**.

Furthermore, only a 30 minute drive from Dubai International Airport, **Tiger Wood's Al Ruwaya** resort is also set to open in 2010. It will boast an 18 hole championship course with dramatic elevation changes, lush landscaping, stunning water features and an overall design that will challenge and entertain golfers of all playing abilities. Luxurious residential and hospitality components will include 197 residences, a boutique hotel, a spa, a fine dining restaurant, a professionally staffed golf academy, and the Al Ruwaya clubhouse.

Continuing the sporting theme for 2010, the much anticipated **Meydan Racecourse** will open in January to play host to a number of high profile events, including Dubai International Racing Carnival and the Dubai World Cup. The new racecourse will be able to accommodate 60,000 spectators in the 1.2 km long grandstand. A horse racing museum and gallery are also planned to open in the future.

Next year will also be a big year for transport in Dubai with the first flight scheduled to take off from **AI Maktoum International Airport** in June 2010. Planned as the world's largest passenger and cargo



hub, it will be ten times larger than Dubai International Airport and Dubai Cargo Village combined. Following the opening of the **Dubai Metro** this year, the next stage - the Green Line - is scheduled to open in March 2010. It is the world's longest fully automated rail transport system and when completed the Dubai Metro will have 70 kilometres (43 miles) of lines, and 47 stations.

And in 2010 development will continue on Nakheel's breathtaking project, **The World**. The 300 luxury man-made islands will set a new precedent with their design signalling an architectural milestone for Dubai. Work will begin on as many as 20 islands in the New Year, and with two more islands selling in October this year; only four islands remain on the market in the current schedule.

Commenting on this year and the year ahead, Ian Scott, director UK and Ireland for the Government of Dubai, Department of Tourism and Commerce Marketing (DTCM), says: *"Dubai is an internationally acclaimed destination and the developments scheduled to open towards the end of 2009 and 2010 continue to set it apart from the competition. Despite the global economic downturn we dare to implement projects that others think unthinkable and we have an ambition that is the envy of other destinations around the world. All of this combines to keep Dubai on track, with global visitor numbers up four per cent for the first half of 2009 compared to the same period last year and current occupancy levels remain very strong."*

For further information about World Travel Market and a list of organisations exhibiting on the Dubai stand (ME2000), please visit www.wtmlondon.com

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