

PRIZES WORTH OVER AED 1.5 MILLION GIVEN AWAY ON FINAL DAY OF DUBAI SHOPPING FESTIVAL



Dubai, UAE; 11 February 2018: The last weekend of Dubai Shopping Festival (DSF) was the most rewarding period for shoppers, as more than AED 1.5 million worth of prizes were given away at the final weekend draws held at Global Village.

A total of 50 shoppers got lucky during the last weekend of DSF, which concluded on 27 January, with each of them taking home life-changing prizes including luxury cars, gold or cash. One winner was lucky enough to take home a Nissan Patrol in the Nissan Grand Raffle. In the INFINITI Mega Raffle, four lucky winners each took home AED 50,000 in cash with three additional winners taking home a brand-new INFINITI QX60 and AED 150,000 in cash each.

To mark the end of Dubai Gold and Jewellery Group's exciting gold promotion, one winner took home a grand prize of a whole kilo of gold, worth the equivalent of AED 160,000.

Dubai Shopping Malls Group gave away AED 300,000 worth of prizes in its final weekly draws, making 30 lucky winners very happy, whilst 11 raffle ticket holders won AED 350,000 between them, thanks to participating loyalty partners; Air Miles, Club Apparel, Jashanmal and Shukran.

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About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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