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DUBAI TOURISM HIGHLIGHTED A MYRIAD OF NEW LAUNCHES AND EXPERIENCES FOR INDIAN TRAVELLERS AT SATTE 2018

Dubai, UAE, 21 February 2018: Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) participated in the 25th edition of South Asia's largest travel and tourism exhibition – SATTE 2018. Every year, SATTE serves as a platform for Dubai Tourism to engage with the biggest and most influential B2B and B2C partners in India and all over the world.



At SATTE 2018, which was held in New Delhi from 31 January to 2 February, Dubai Tourism, along with 23 of its partners from hotels and tourism attractions, and Destination Management Companies in Dubai, highlighted the destination's ever-growing portfolio of bespoke and affordable experiences that will appeal to every type of Indian traveller, whether they are travelling for business or leisure. The Dubai Tourism stand was inaugurated by the UAE ambassador to India, H.E. Dr. Ahmed Al Banna.

Issam Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing (DCTCM), said: 'SATTE plays a key role in helping us further understand the nuances of one of our primary source markets and continues to enhance our destination offering to suit the ever-evolving needs of the Indian traveller. As one of the most prominent industry events in South Asia, the event provides us and our destination partners with an opportunity

to provide industry professionals with in-depth knowledge of the key offerings and experiences for Indians visiting Dubai.”

“Through various workshops, panels and networking sessions, we hope to connect and collaborate with new and existing trade partners in India and integrate our efforts to further enhance Dubai’s position as the ideal holiday destination for visitors from India. This year at SATTE, we aimed to showcase what we have in store for Indian travellers in 2018 - from the stunning new Bulgari resort and the diverse wildlife at Dubai Safari, to the picturesque Dubai Frame and other projects set to open throughout 2018” he added.



Dubai Tourism’s participation at SATTE 2018 was part of efforts to pave the way for its stakeholders to interact and collaborate with top agents and partners to help increase the number of Indian tourists to Dubai with a focus on driving repeat visitation and further enhancing the visitor experience. At this year’s SATTE, Dubai Tourism introduced its range of new attractions, cultural offerings and Dubai’s popular festivals calendar, anchored by marquee events like the Dubai Shopping Festival, Dubai Food Festival and Dubai Summer Surprises. Major development projects like Marmum and Hatta, along with events such as Marmum Camel Racing and the historic districts of Dubai were also showcased.

India is Dubai’s No.1 source market, and in 2017, India retained top spot in the list of arrivals, contributing 2.1 million visitors, and becoming the first country to cross the 2-million mark in a single year, representing a 15 per cent year-on-year increase.

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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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