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DUBAI SHOWCASES ITS GROWING PROPOSITION AT ITB 2018

Dubai Tourism attends the Berlin travel trade show for 29th time together with over 60 partners and alongside 10,000 exhibitors from more than 180 countries

Dubai, UAE 8 March 2018: Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) is exhibiting at this year's ITB. The world-renowned travel trade show is taking place from 7 to 11 March in Berlin and features 10,000 exhibitors from more than 180 countries. This year marks Dubai's 29th year at the international show, underlining the emirate's commitment to the German market.



With a host of new hotels and attractions set to open in 2018, the year ahead promises to consolidate Dubai's status as the world's fourth most visited city, and as destination of choice for travellers from around the globe. This international appeal is showcased on Dubai's state-of-the-art stand at ITB, which highlights the emirate's ever-evolving proposition in front of a global audience, revealing new and upcoming attractions, whilst also developing and strengthening partnerships.



Speaking about Dubai Tourism's presence at this year's ITB, **Issam Kazim, CEO of Dubai Corporation for Tourism and Commerce Marketing (DCTCM), said:** "Exhibitions such as ITB Berlin continue to present strong opportunities for us to spread awareness of Dubai's overall destination offering amongst industry partners from Germany and around the world. Germany has maintained its position as one of our top 10 source markets in 2017, as we recorded an overall 15.8 million visitors to Dubai. With the support of over 60 of our partners, we will be showcasing the breadth of the city's offering during the show, to ensure that we welcome more visitors than ever to Dubai during the coming year."



Throughout ITB, Dubai Tourism is presenting experiences and openings planned for 2018 that will continue to drive growth in the city's tourism sector. Key attractions highlighted at this year's show include: **Dubai Frame**, the city's newest impressive and imposing architectural landmark; **La Mer**, Dubai's newest beach hotspot that brings together the best of the city and the beach; and the emirate's recently-launched desert conservation reserve **Al Marmoom**.

Visitors to Dubai's stand at ITB will also discover more about the emirate's packed calendar of events, including **Art Dubai and Fashion Forward**. Information about hotels set to open in the coming months are also available including details on **Zabeel House by Jumeirah** on the banks of Dubai Creek, and **W Hotel, The Palm**, both of which are set to enhance Dubai's growing hospitality sector in 2018.

For more general information on Dubai: www.visitdubai.com

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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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